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FEB. 13th, 1953
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Our new range of
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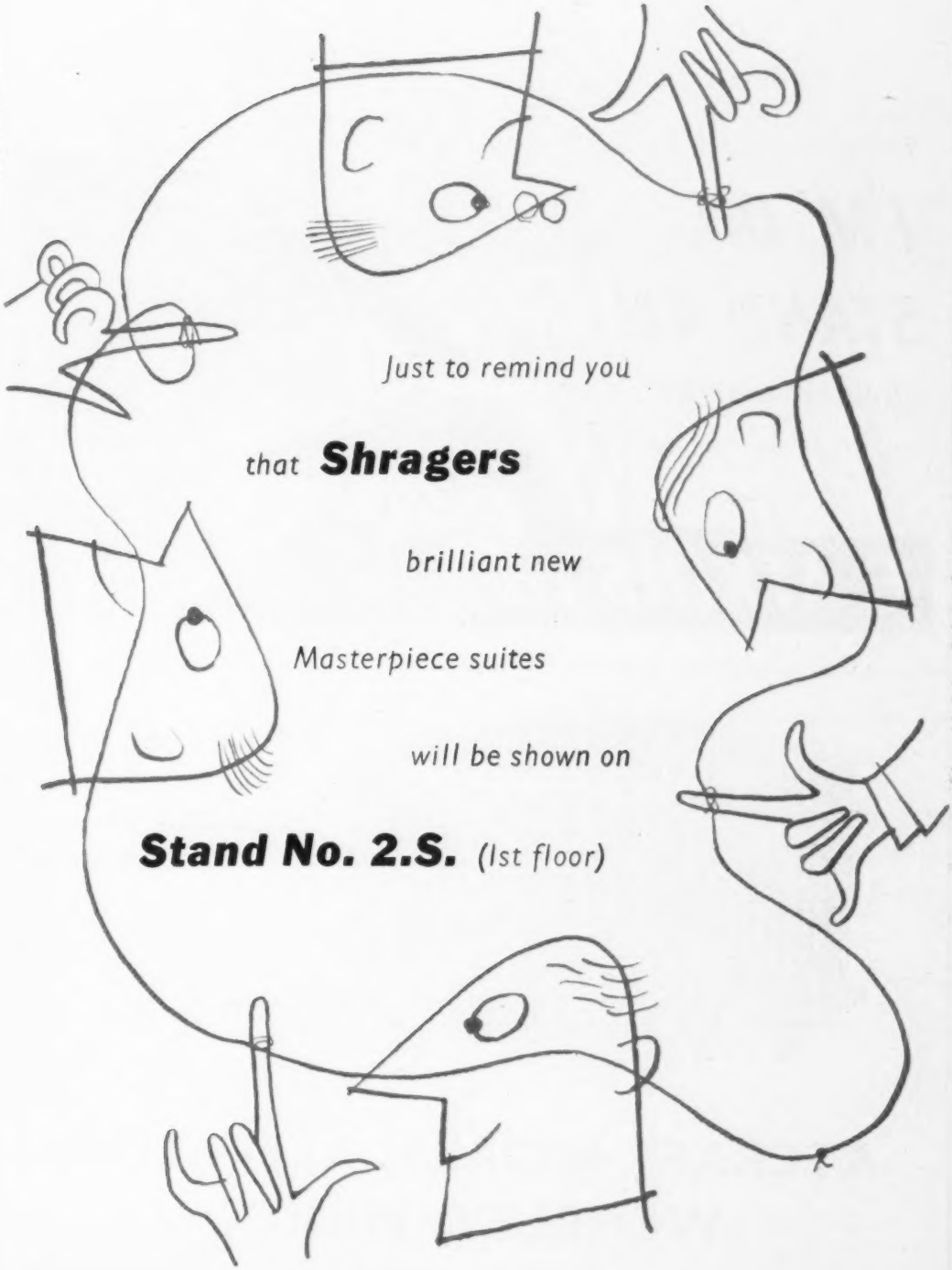
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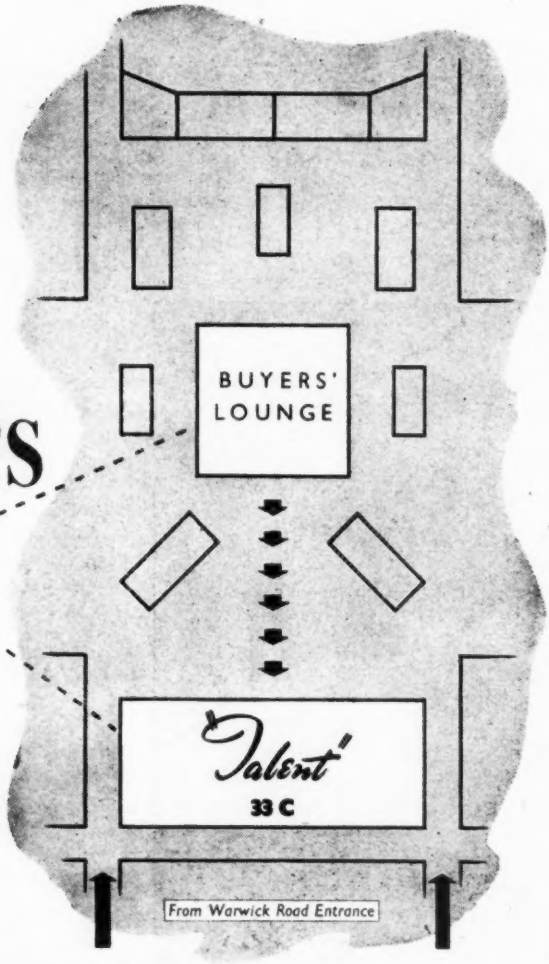

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Organised for B.F.M. Exhibitions Limited, by F. W. Bridges & Sons Limited and Provincial Exhibitions Limited

B.F.M. Exhibitions Limited have pleasure in inviting Retail Furnishers to visit the British Furniture Exhibition at Earls Court

The Exhibition will open at the following times :

Tuesday	17th February	10 a.m. — 6 p.m.	TRADE only
Wednesday	18th "		
Thursday	19th "		
Friday	20th "	10 a.m. — 9 p.m.	TRADE and Public
Saturday	21st "		
Monday	23rd "	10 a.m. — 2 p.m.	TRADE only
Tuesday	24th "		
Wednesday	25th "	2 p.m. — 9 p.m.	TRADE and Public
Thursday	26th "		
Friday	27th "	10 a.m. — 1 p.m.	TRADE only

Admission to the trade will be by business card

We invite you to visit

STANDS

5 (AISLE G) **AND** **6** (AISLE H)

GROUND FLOOR

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EARLS COURT – FEB. 17TH—27TH

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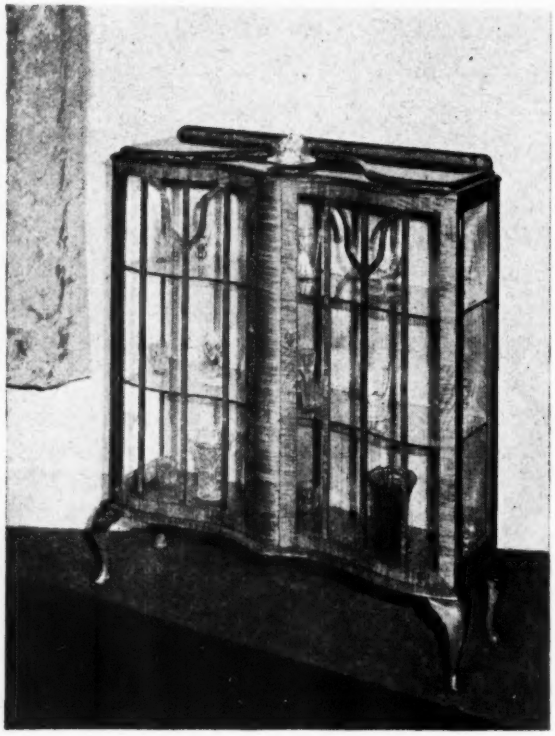

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CHINA CABINETS
★
SECRETAIRES
★
& OCCASIONAL FURNITURE

which we feel sure will rank amongst your best selling lines this year

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EARLS COURT - FIRST FLOOR

STAND T.2

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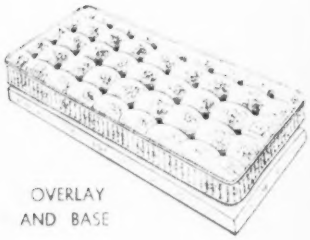
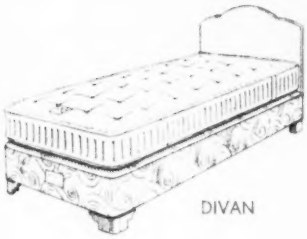
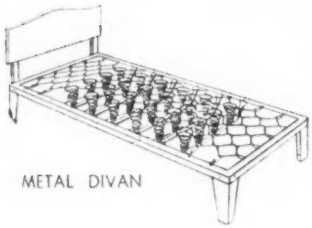


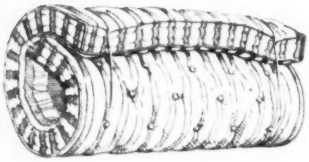
OVERLAY AND BASE



DIVAN



METAL DIVAN



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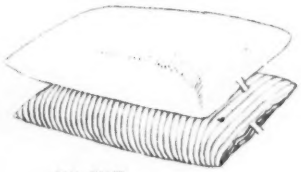
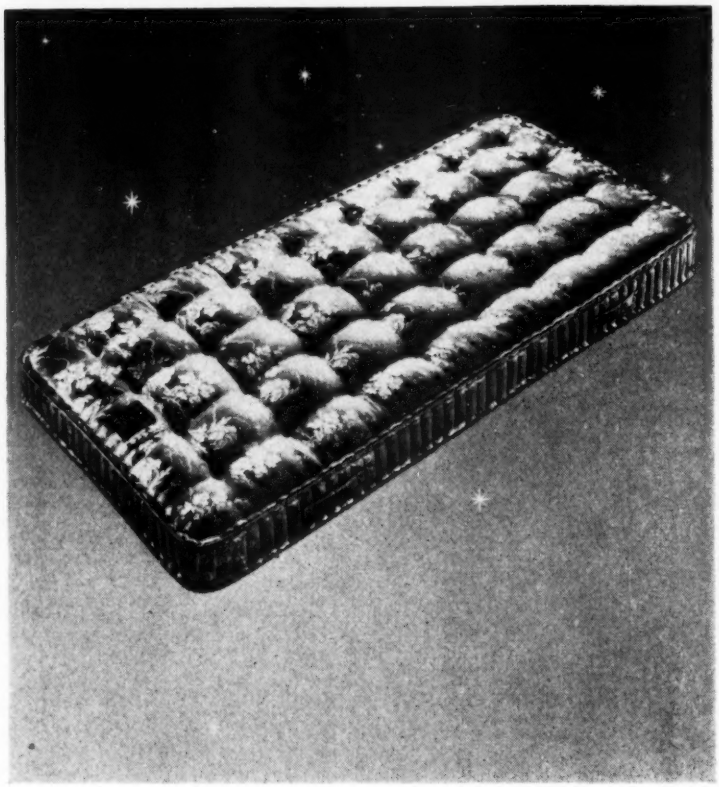


PILLOWS



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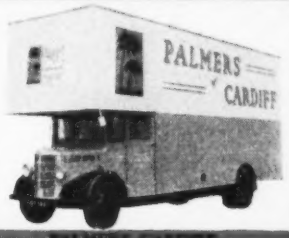

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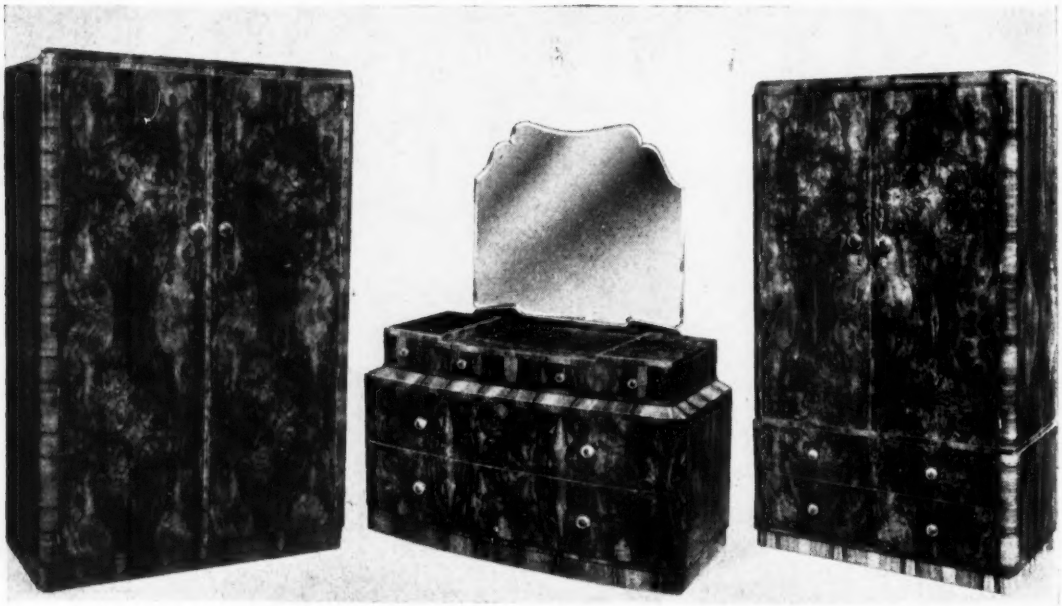
FEBRUARY 17th-27th 1953 · EARLS COURT, LONDON, S.W.5



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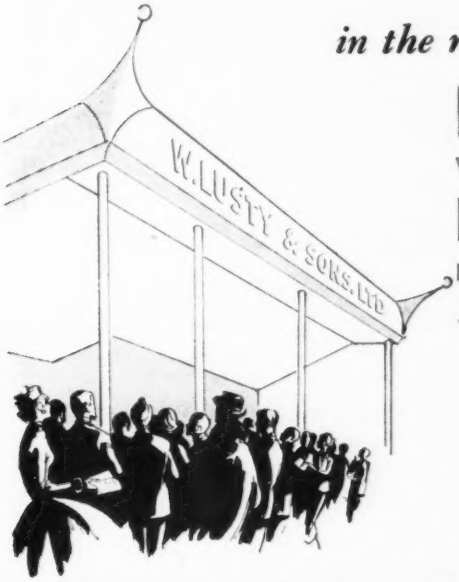

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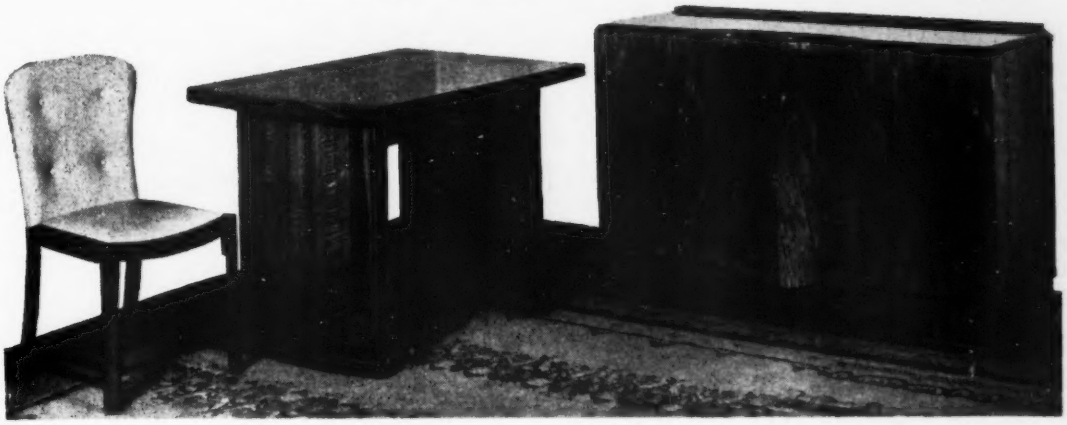

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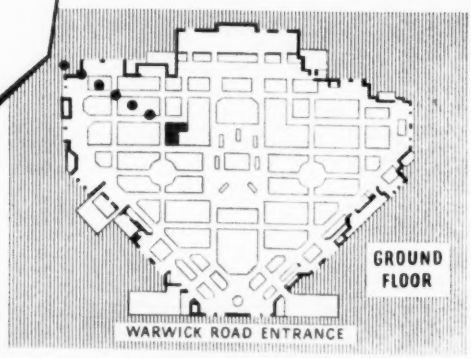

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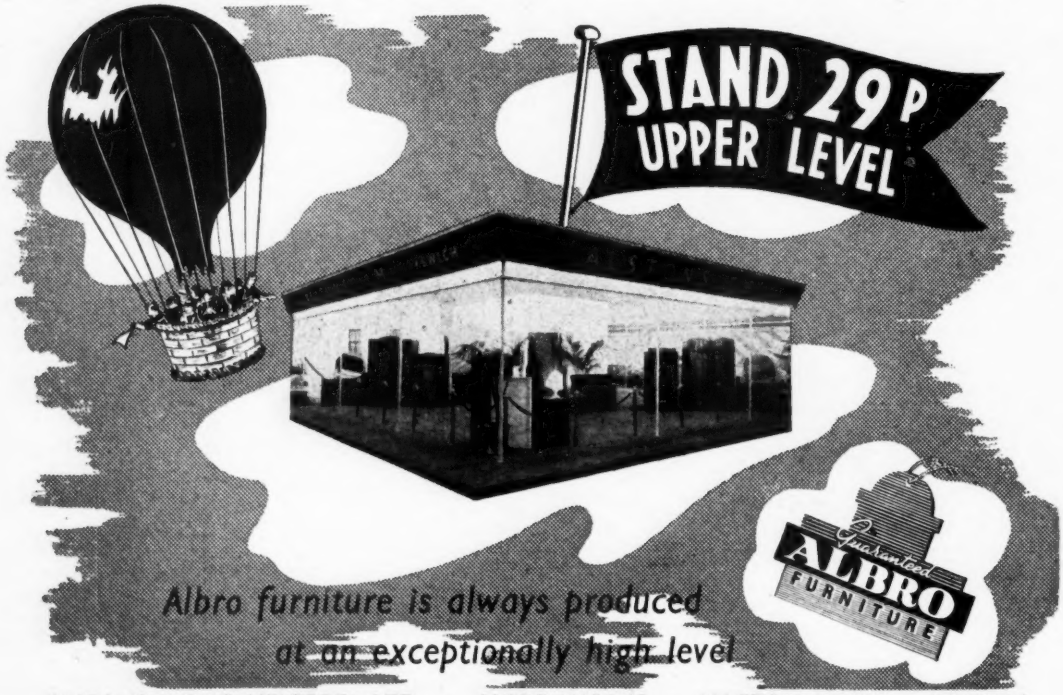

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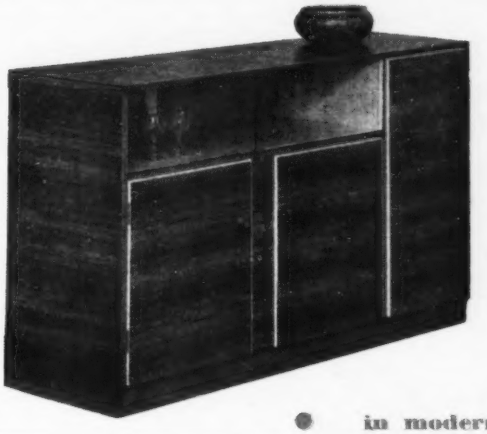

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- any unit may be added as the need arises.
- Strongly constructed and beautifully finished to
- emphasise the attractive walnut stripe
- veneer. Interiors in mahogany.
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17th—27th February

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Bookcase . . 986
Bureau . . . 387
Corner Bureau . 388
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A DUAL-PURPOSE KITCHEN CABINET

MODEL NO. 160

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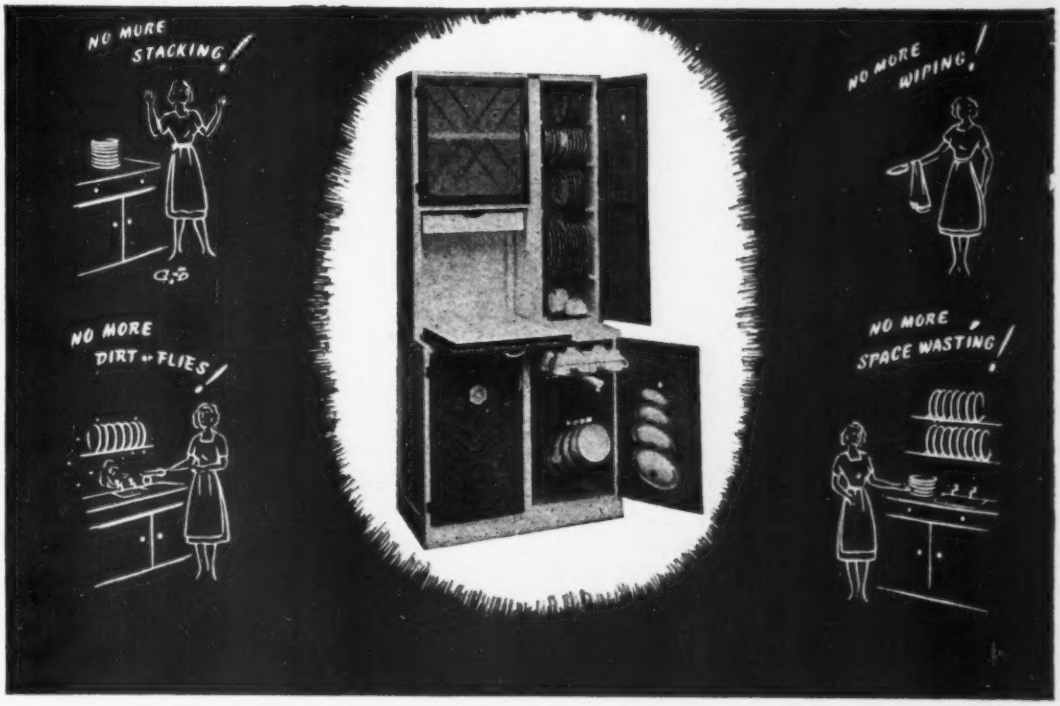

- This Hollins cabinet fitted with SUPERAKS does away with the unhygienic tea cloth and the necessity to dry up. Wash and rinse your crockery, pots and pans, and leave on the draining board for a few minutes to allow excessive water to drain off. Then place them in their allotted spaces in the SUPERAKS where, with the door shut, clean air will pass through the vents between each piece of crockery, drying as well as freeing from any washing up smell, and storing them to an orderly fashion, free from dust and flies.
- Everyone has experienced at some time the frustration and annoyance of wanting the bottom piece of a pile of crockery at the back of a shelf. This Hollins cabinet fitted with SUPERAKS enables the housewife to select any single piece of crockery, saucepan, or saucepan lid, easily and quickly without fear of an accident.
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STAND 8G

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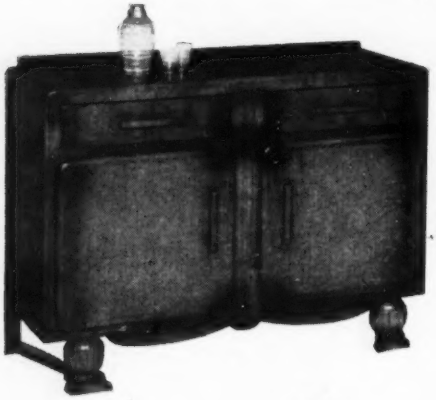

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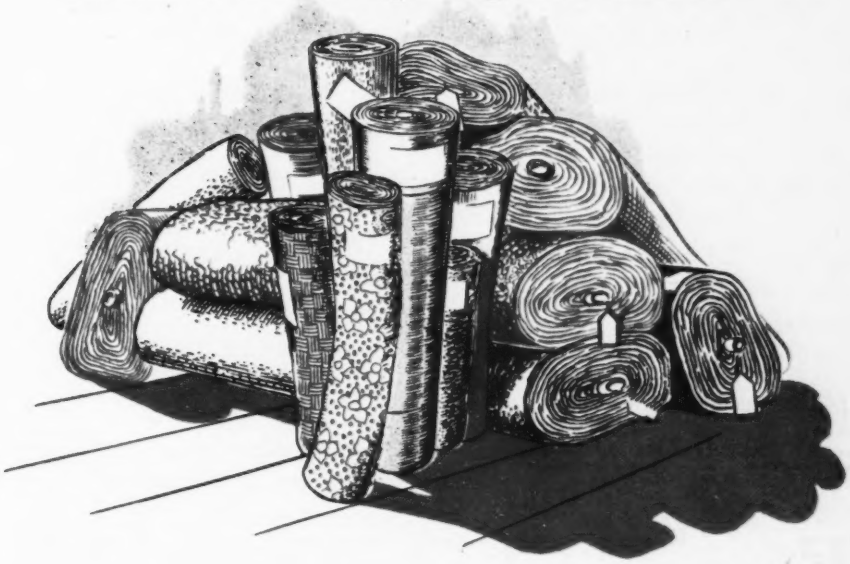

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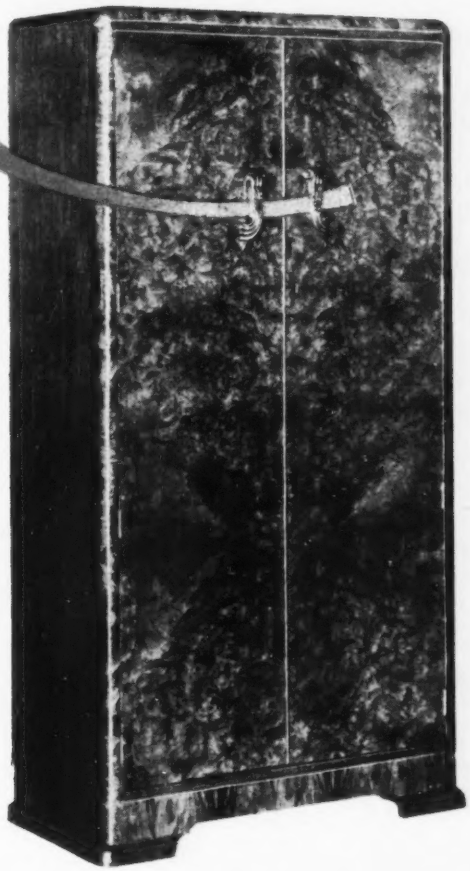

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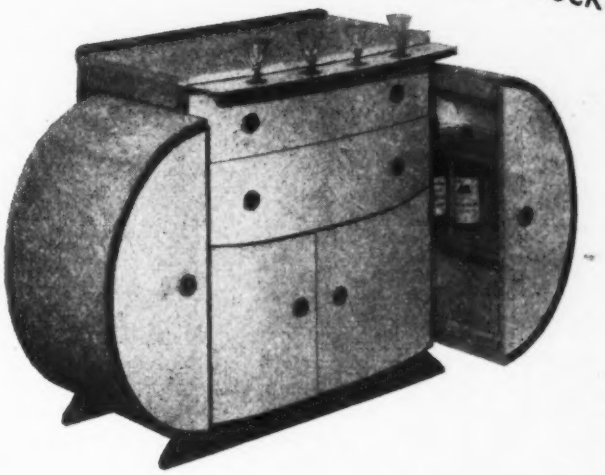

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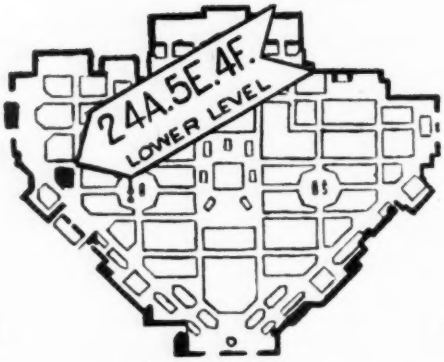

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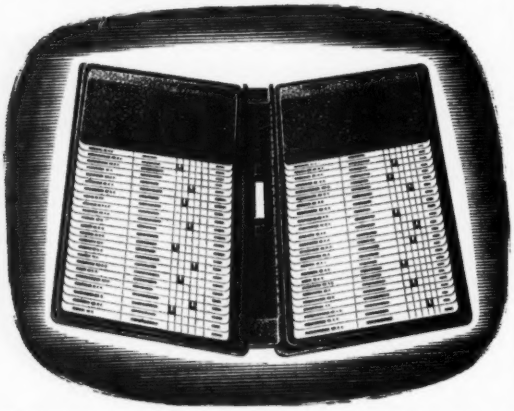

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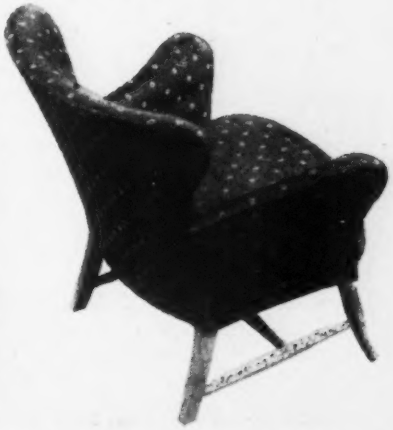

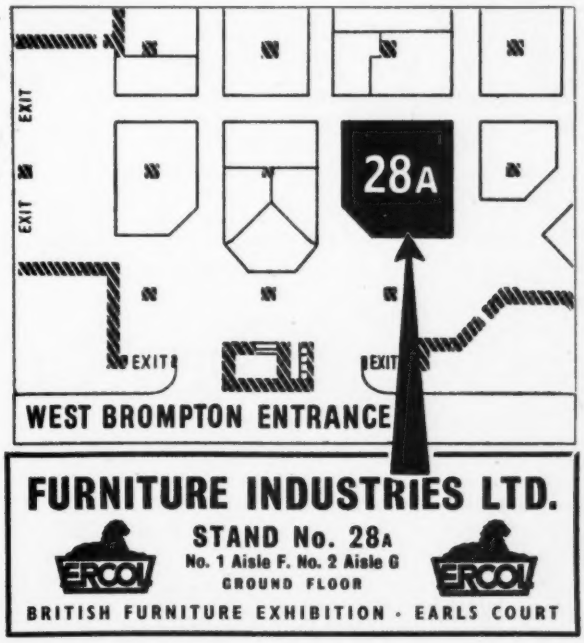

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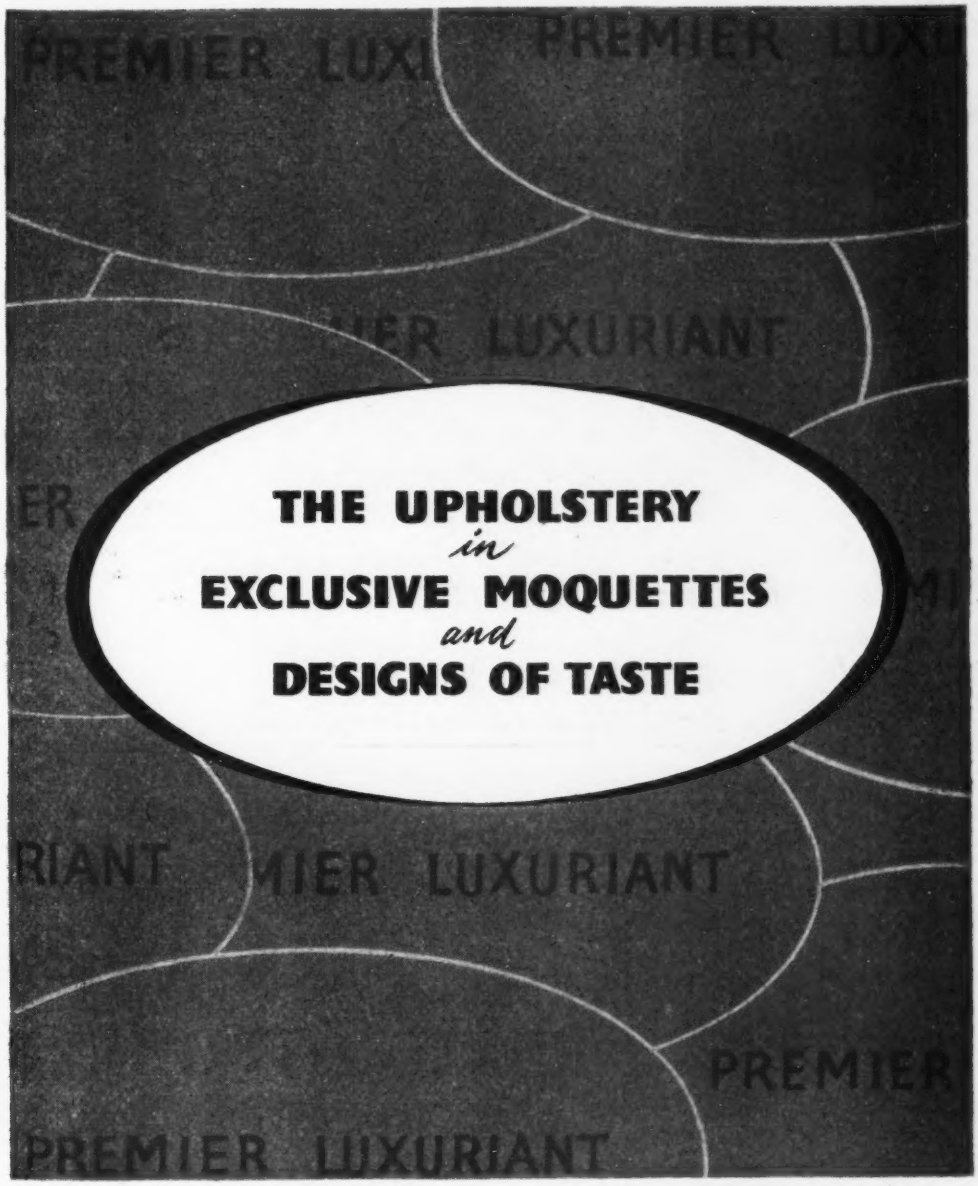

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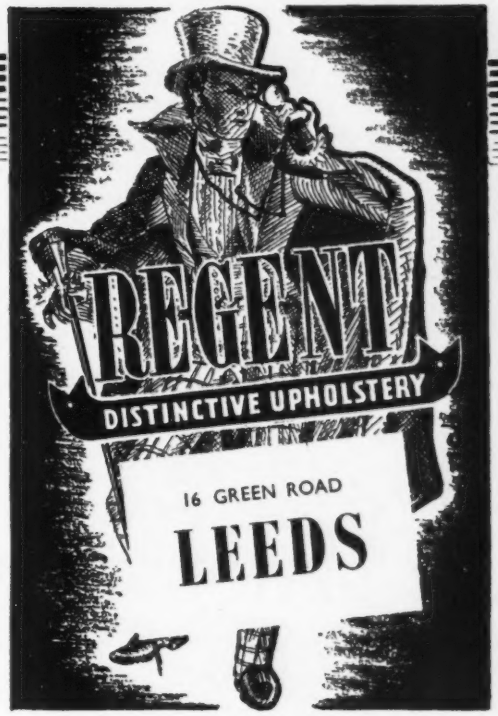

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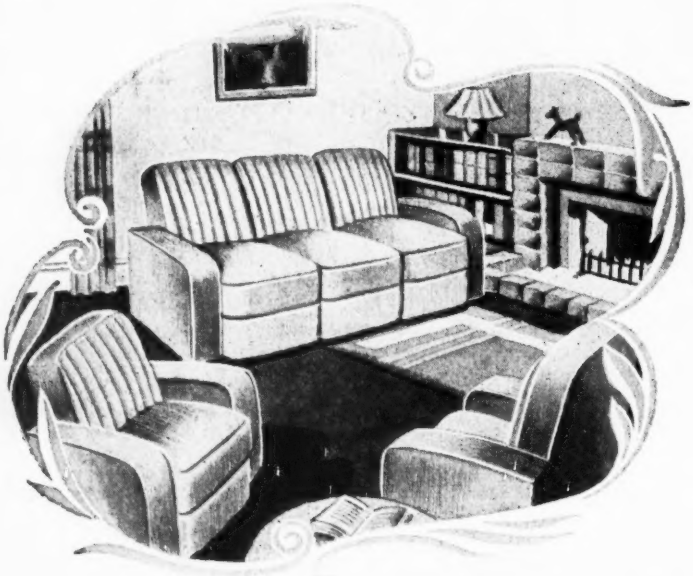

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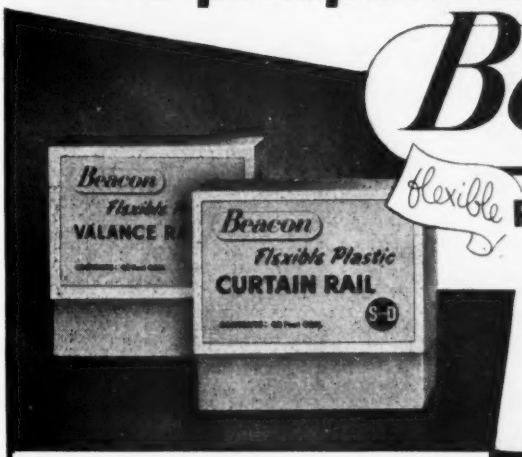
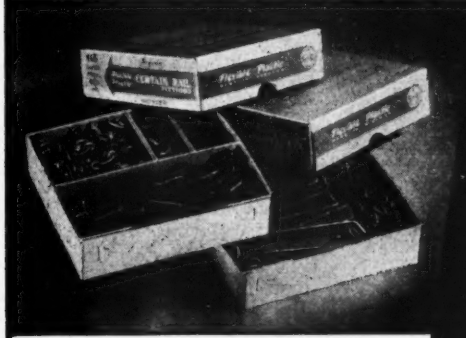
Beacon

Flexible **PLASTIC CURTAIN RAIL**



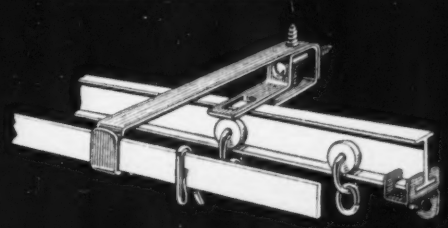
- Entirely unaffected by atmospheric conditions HOT or COLD.
- Completely NON-CORROSIVE and can be cleaned with a damp cloth.
- Practically noiseless in action.
- Can be cut with a knife and fitted from the coil.

The 42 foot pack, as illustrated above, gives maximum stocking convenience.



Fittings Packed in Partitioned Stock Boxes.

Cream Rail and Florentine Bronzed Fittings with Nickel Plated Runners.



Attractive Showcards and Counter Folders freely available.

CURTAIN RAIL

456P — complete with all necessary Brackets, End Stops, Fixing Screws in Florentine Bronze finish, and Runners in Nickel Plate.

VALANCE RAIL

456P — complete with all necessary Brackets and Hooks in Florentine Bronze finish.

ASK FOR TRADE PRICE LIST

The Beacon range of Curtain Rail is also available in Extruded Brass and Extruded Aluminium.

SMITH AND DAVIS LIMITED

FRIAR PARK ROAD, WEDNESBURY, STAFFS.

SEE OUR NEW STAND A528, B.I.F. CASTLE BROMWICH

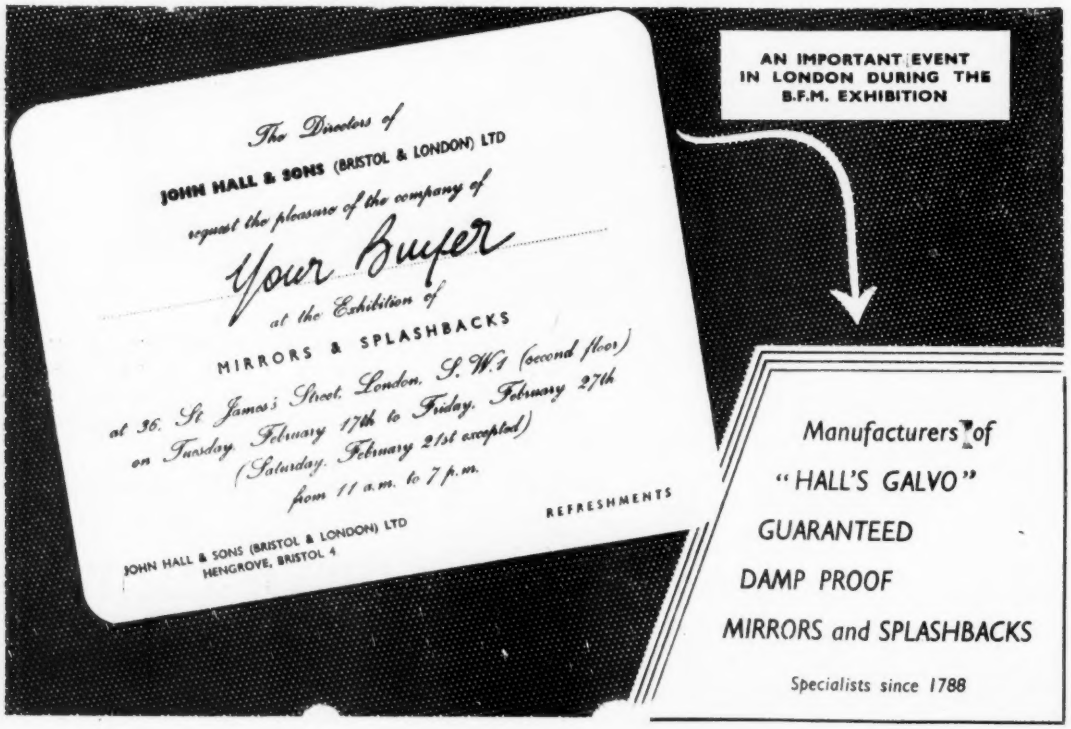
SD 40B

We are not at Earls Court this year but you are cordially invited to a private exhibition at our Showrooms at 55/59 Hanbury Street, where buyers will be able to choose from Tax Free to the Highest grade of Individually designed Reproduction and Modern Furniture.

Harry Epstein Ltd.
(FURNITURE)

55/59 HANBURY STREET, COMMERCIAL STREET, LONDON, E.1 PHONE: BIS 6984/5

five minutes from Liverpool Street Station



NEW

LOW-PRICED SLUMBERLAND

DAILY EXPRESS HALF-PAGE ON FEB. 21 FEATURES THE NEW 'PURPLE SEAL'

This powerful advertising space marks the beginning of Slumberland's big 1953 advertising programme. It is followed by further large space advertisements in the Daily Express and other national media.

The Purple Seal is a true Slumberland yet the 4′6″ model retails at only 12 gns. It contains 288 high tensile springs, has coir fibre pads, cushioning of felted material and attractive plain colour coverings.
It is exceptionally good mattress value, with a full five year guarantee.

PURPLE SEAL · WHITE SEAL
RED SEAL · AMBER SEAL
GOLD SEAL

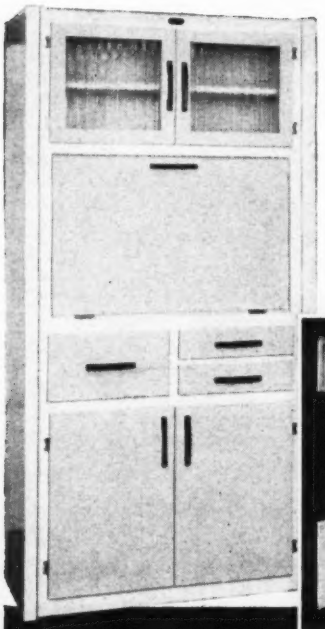
See them all on
Stand 9L First Floor Earls Court
Feb. 17 — 27.

Slumberland REGD.

BVS 1877

Slumberland workmanship fully meets the strictest requirements of the British Standards Institution.

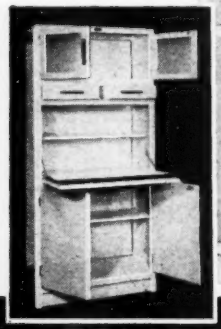
THERE'S A LIFETIME OF BETTER SALES IN SLUMBERLANDS

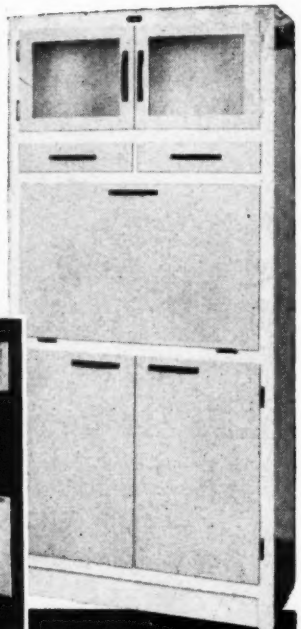


You must visit stand
19 K
(GROUND FLOOR) AT
EARLS COURT
to see and examine for yourself, the new 1953

Easiwork
KITCHEN CABINETS

These photographs show (on left) THE **RICHMOND** and (on right) THE **CONWAY**, two of the new, attractive, quick-selling designs in which Britain's finest Kitchen Cabinets are being produced now—all made by skilled craftsmen from seasoned timber (no hardboard used). Other designs also on show and every piece a job to satisfy you and delight your customers.





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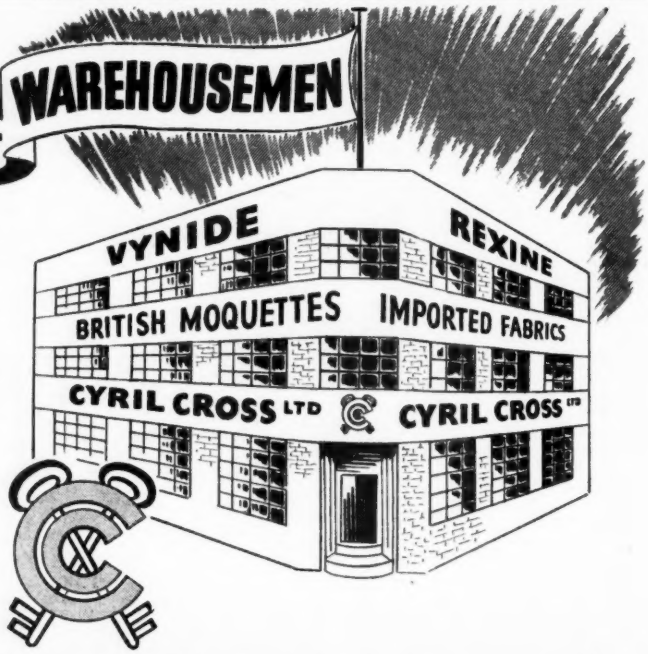
KIRKBY TRADING ESTATE · KIRKBY · LIVERPOOL · PHONE – SIMONSWOOD 3261

UPHOLSTERERS WAREHOUSEMEN

Furnishing Fabrics

and everything for the Upholsterer



CYRIL CROSS LTD.

38 MASON STREET (off Swan Street), MANCHESTER, 4. ***Phone: Deansgate 2287***

STAND
No. 22 L
EARLS COURT

See the full range of NEW and Exclusive Designs in—

★ FIRESIDE CHAIRS
★ THREE-PIECE SUITES
★ ROCKING HAMMOCK CHAIRS
★ WING ROCKING CHAIRS

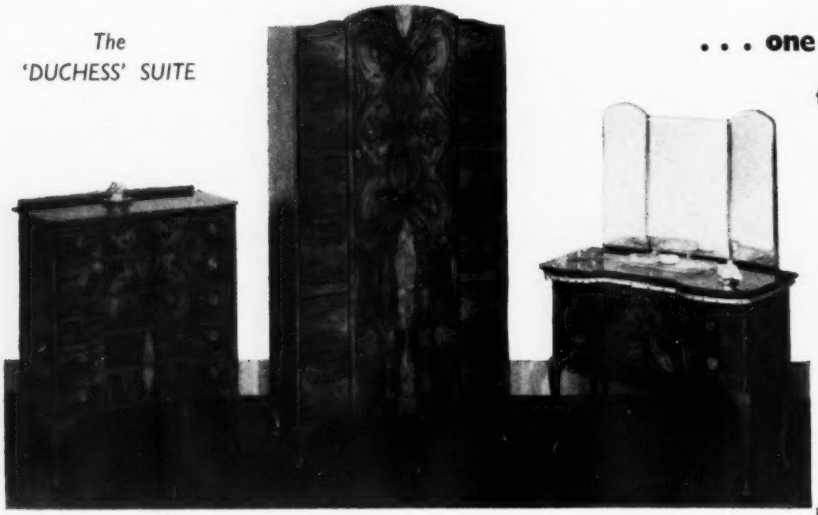
PARSLOW FURNITURE LTD.

QUEENS ROAD, HIGH WYCOMBE - Telephone 1218

★ FIRESIDE
DINING *and* EASY CHAIRS
★ SHIP, HOTEL *and*
CHURCH FURNITURE
KITCHEN CHAIRS *by*

JAMES ELLIOTT & SON LTD.
ESTABLISHED 1893
265, DESBOROUGH ROAD, HIGH WYCOMBE, BUCKS
Telephone: HIGH WYCOMBE 250

The
'DUCHESS' SUITE



. . . one of the Suites
from our range
on show at
EARLS COURT
stand number
T4
First Floor

HIRSH & HYAMS LTD.
Telephone: SHOreditch 7516/7
FURNITURE MANUFACTURERS
105 HACKNEY ROAD, LONDON, E.2

Safe & Sound
FURNITURE

We're right at the Ground Floor entrance on STAND 35B

As you come in to the Exhibition by the Warwick Road entrance, the first display you will see is ours. The latest designs in Lawrencia Furniture and Swallow Upholstery are on view and we look forward to your visit.

LAWRENCIA Regd.
FURNITURE

SWALLOW Regd.
UPHOLSTERY

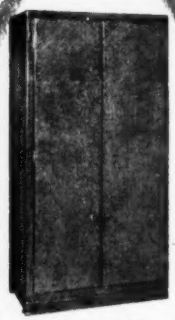
WILLIAM LAWRENCE & CO. LTD. 'LAWRENCIA' COLWICK, NOTTINGHAM

THREE NEW 'GEMS' FROM FRASER

From our range of 9 pieces

Design No. 1870
Five drawer
Chest

QUICK SELLERS



Design No. 1875
Two door
Fitted Wardrobe

POPULAR PRICES

Design No. 1874
Three drawer
Dressing Table

Please send for photographs of full range

FRASER
FURNITURE BEDS MATTRESSES

These well-made pieces can be used singly or as units—they look well and sell well, together or alone. Maximum capacity, fully fitted. Bed to match.

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Speed your Sales

With **'POPLAR'**

OAK & WALNUT

BEDROOM SUITES

Competitive in design and Quality

Send for illustrated catalogue

POPLAR FURNITURE
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Telephone: East 1752

CONWAYS

UPHOLSTERY LTD.

HARPER ST, (Nr Market) LEEDS, 2

To all our
friends in the
Trade

13th February 1953.

Dear Sirs,

It is with especial pleasure and pride that we draw your attention to the forthcoming 1953 B.F.M Exhibition at Earls Court.

It has been our just contention that our Stand has shown all-round improvement and progress in its display with each successive Exhibition hitherto.

In continuance of this policy, concerning the 1953 Exhibition, we have every confidence in inviting you to inspect a range of 3-pce. Suites by which we have reached a genuine unsurpassed standard of quality and design together with the zenith of the expert's craftsmanship, all of which is becoming widely linked with the name of "Conways" in the Upholstery world.

We can readily vouchsafe, therefore, that you will accuse us of no degree of exaggeration when you visit our truly magnificent display on Stand 2N, 1st Floor, at Earls Court, February 17th - 27th, 1953.

With very best wishes.

M. Conway.

(Managing Director),

CONWAYS UPHOLSTERY LIMITED.

BARGET BUILT

I. BARGET LTD.

49 HACKNEY ROAD, E.2
(1 min. Shoreditch Church)

Tel.: SHOreditch 6252-3 and 5292
Established 1919

STAND 69 G

Ground Floor, Earls Court

We have pleasure in welcoming our trade friends at the first Exhibition since **1939** where WE have real freedom of design and look forward to the opportunity of showing you what a **1953** Cabinet should look like.

FACTORIES:
LONDON & SOUTH WALES

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RAPPAPORT BROS., LTD.

MANUFACTURERS OF GUARANTEED ROYSEAL FURNITURE

THE SEAL OF QUALITY

Specialising in **WALNUT & OAK** *Bedroom Furniture*

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Designed for the new 'freedom era'

Nathan Dining Sets, Bookcases and Cocktail Cabinets in oak and walnut.

EXHIBITED ON STAND

GROUND 24G FLOOR

exemplify the fine design and finish of our furniture which today excels even our pre-war standard of quality.

This sideboard from the 'Angel' set is a typical example. The sliding Cocktail Unit is a special feature of this set.

NATHAN

The accepted name for Better Quality Furniture

STAND TELEPHONE FULham 6989

B & I NATHAN LIMITED

ANGEL ROAD EDMONTON LONDON N18 TOTtenham 2246/7

KLOSS & TRUSHER Ltd.

RAVEN FURNITURE REG. TRADE MARK

are exhibiting an entirely new range of their widely-popular

"RAVEN"

WALNUT BEDROOM AND DINING ROOM SUITES

ON

STAND 7G GROUND FLOOR

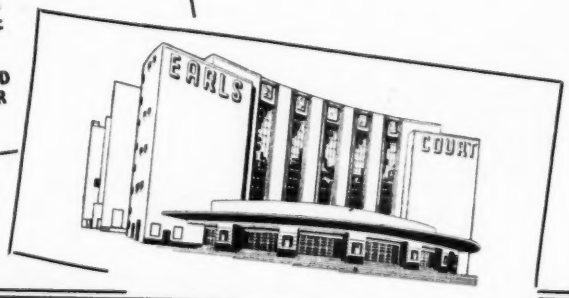
Kloss & Trusher Ltd., Raven Works, Ravenscroft Street, London, E.2. SHO 6887-8

The Directors of

S. GREENMAN LTD.

Extend a Hearty Welcome to All in the Furniture Trade, from Earls Court

STAND **H69** GROUND FLOOR



Tel.: SHOreditch 7836

S. GREENMAN LTD.

280-282 OLD STREET, LONDON, E.C.1

Grams: Greenmana Ave LONDON

NO CONNECTION WITH ANY OTHER FIRM

"Majority"

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BEAUTIFORM
GUARANTEED FURNITURE

Specialists in
BIRD'S EYE MAPLE
AND
BLEACHED WALNUT
BEDROOM SUITES

"Makers of furniture ever superior,
Always first-class outside and interior,
Just what the public are longing to buy,
Only believed when seen by the eye.
Really you shouldn't miss seeing our show,
It is unsurpassed, we make it, we know.
To all connoisseurs then, an invite we send,
Your company's requested, we hope you'll attend."

***At* STAND**

68 G

(Ground Floor)

EARLS COURT EXHIBITION

L. LAZARUS
& SONS LTD

MAJORITY WORKS
ANGEL FACTORY COLONY
EDMONTON, N.18

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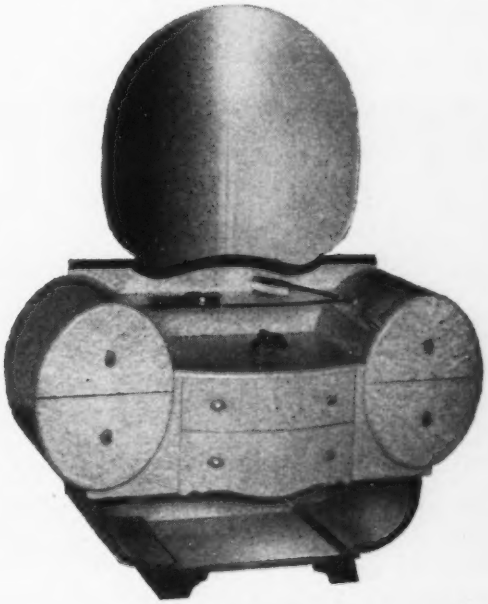

4′ 4″ MAJESTIC
Dressing Table
in Bird's Eye Maple or Walnut

Freddy is happy—

to introduce a welcome addition—

to the range of Dozio-registered gold medal upholstery . .

The "Weldun" 3-piece Suite

retailing from £45 4s.
in Moquette

of pleasing design and excellent construction.

Copyright
FREDDY FRAME

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The "Weldun" 3-piece Suite gives more room in less space

★ *Illustrations and prices available from :—*

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Manufacturers for over half a century

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"Dozio" is the Regd. Trade Mark of Joseph Whiting & Son

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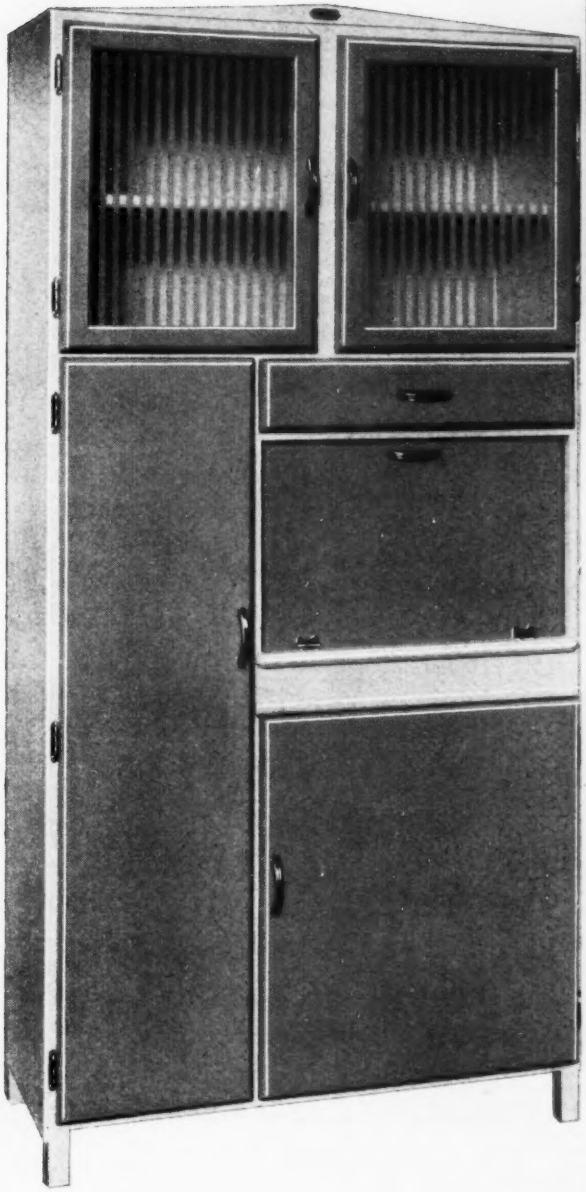

'IDEAL' for your kitchen

The Ideal Broom Model Kitchen Cabinet

Available in Medium Oak or Green and Cream

We are showing all our new models on

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LONDON REPRESENTATIVE
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Telephone: LAR 6877

LANCASHIRE REPRESENTATIVE
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OUR LIVERPOOL WHOLESALE STOCKISTS
Messrs. Alexanders Furniture Warehouse, 19-36 Stafford Street, Liverpool, 3

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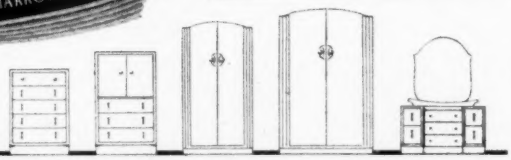
We have produced a catalogue showing the present 4′ range of STAG Bedroom Furniture in a form which will prove both interesting and useful. We shall be pleased to send you a copy, on application, showing this range of furniture which we believe is quite outstanding in design, construction and value.

VISIT OUR STAND No. 33 K Ground Floor B.F.M. EXHIBITION



THE STAG CABINET COMPANY LTD. *Haydn Road, Nottingham*

Telephone: Nottingham 65584-5 *Telegrams: Stag 65584 Nottingham*

T. W. MEALING & SON

LIMITED

Phone: HIGH WYCOMBE 1809

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DINING SUITES

CHAIRS AND

DRESSING STOOLS

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OUR MANY TRADE FRIENDS AT
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ON STAND NO. **22E** GROUND FLOOR

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Manufacturing Upholsterers

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TENSION SPRINGS

1. MADE FROM CARBON STEEL WIRE, 110/115 TONS TENSILE
2. PLASTIC COVERING OPTIONAL
3. END FITTINGS ALWAYS IN STOCK

SIDE HOOK
CHAIN HOOK
RING

BLACK OXIDIZED FINISH HEAT TREATED AND STRESS RELEASED
WILL NOT CHIP OR READILY ABRASE — RUST RESISTING

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RUBBER BACKED, INTERNALLY BONDED NEEDLELOOM FELTS
(IN AN ATTRACTIVE RANGE OF COLOURS)

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STAND 15E, GROUND FLOOR
ALL TRADE FRIENDS WELCOME

PLEASE NOTE THAT OUR STAND IS AT
THE BOTTOM LEFT HAND OF THE
DOWN ESCALATOR

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RUBBER & PLASTIC BONDED UNDERFELTS
RUBBER & PLASTIC BONDED NEEDLE-
FELT PADS * BONDED BORDER FELTS
BONDED INSULATION FELTS * BEDDING
UPHOLSTERY & QUILTING FELTS * SHRINK
MOTH, ROT AND FIRE PROOFING TO
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STAND No.
7F
GROUND FLOOR

CAMEO
FURNITURE

B. F. M.
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EARLS COURT

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Choice Selection of
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FURNISHING COVERINGS
AT
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OUR COMPLETE NEW RANGE OF EXCLUSIVE
DESIGNS WILL BE OPEN TO YOUR INSPECTION
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Wood Bros. of Brimsdown

Our new designs will be displayed on Stand No. 18L,
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3′ & 4′ Bedroom Suites

Dining Sets

Court Cupboards

Dressers and Monk's Diners

Rug Chests

Coffee Tables

Hall Robes

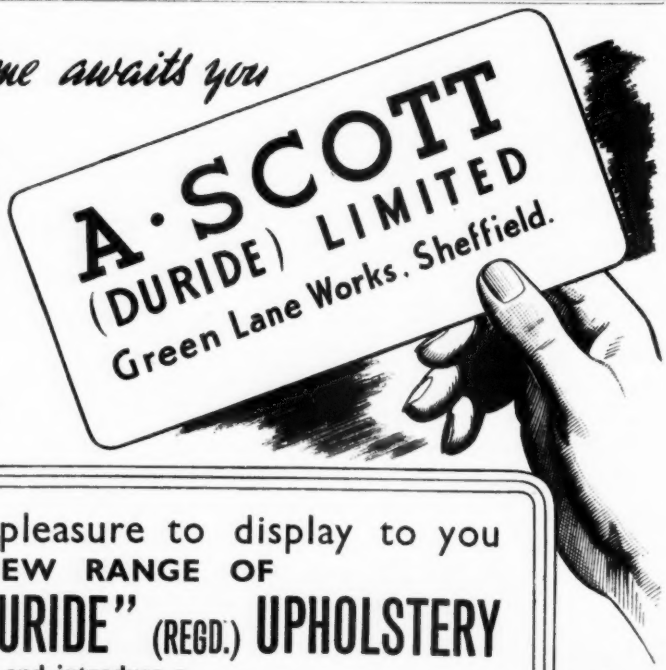
Chests and Occasional Furniture

4 ft. Oak Bookcase
From the "Old Charm" Range
Furniture for the Connoisseur

Lockfield Avenue, Brimsdown, Enfield. HOW 1007/1555

... a warm welcome awaits you

at **STAND 7K**
GROUND FLOOR



It will be our pleasure to display to you
A NEW RANGE OF
"ASCOT" & "DURIDE" (REGD.) UPHOLSTERY
and introduce a
CONTEMPORARY "DURIDE" SUITE

NURSERY furniture

Made by Specialists for discerning people

★ **FOLDING COTS**
New Designs—New Prices.

★ **NURSERY CHAIRS**
Our unique productions now with the tray that everyone is waiting for.

★ **PLAY PENS**
New space-saving designs and shapes.

Also—

★ Folding Bridge Chairs with fully upholstered seats.

★ Runabouts and folding chairs for children.

★ Nursery Tables.

★ Folding Emergency Beds.

★ Card Tables and Folding Chairs.

See the full range

STAND

20A

GROUND FLOOR

Earls Court

•

If our 1953 Catalogue has not been received it will gladly be sent on request.

A. BAVEYSTOCK & CO. LTD.

The Nursery Furniture Specialists

Teesdale Works. Fairfield Road. Bow. London, E.3. Tel. : ADV 2152-3

R. C. & J. SCRIVENER

Guaranteed Delivery and Quality

FOR CHAIR FRAMES OF EVERY DESCRIPTION

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NULINE

in perfect contemporary taste

Harmony in laminated Bends and Latex Foam, this Chair is the result of scientific development and artistic planning

- ☆ Graceful in Line
- ☆ Supreme Comfort
- ☆ Latex Foam Throughout
- ☆ David Whitehead Fabric
- ☆ Perfect Finish
- ☆ Sound Construction

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Retailing at approx. **8½ gns.**
TAX FREE

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We regret that "NULINE" will not be shown at Earls Court this year

See the Reproduction and Modern

HALL FURNITURE · BOOKSHELVES · DRESSERS
RUG CHESTS · and OCCASIONAL FURNITURE

to be seen on

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PHILDAY CABINET CO LTD

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AND NOW—

★ ★ OAK ★ ★

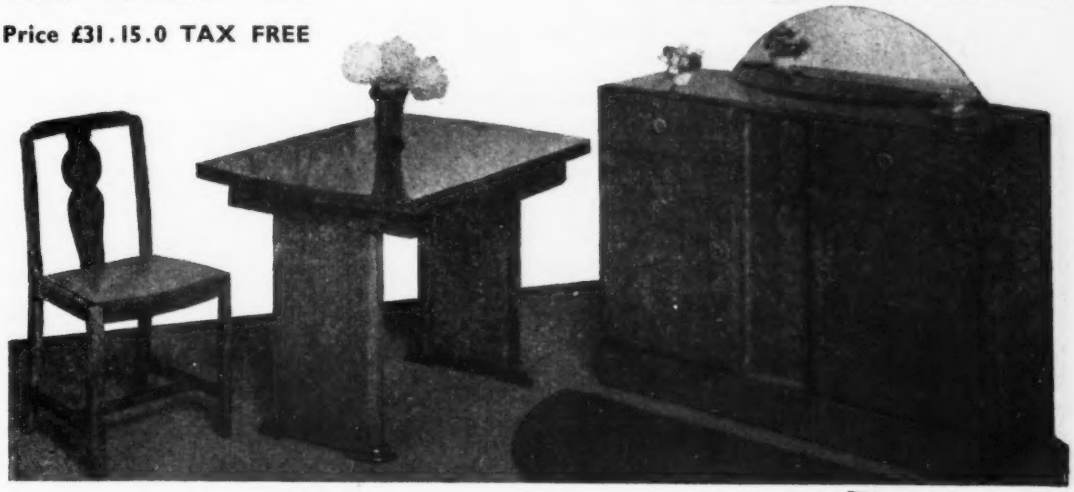
We are proud to present for the first time a Dining Room Set in Oak, one of the many attractive and inexpensive Models which will be shown at Earls Court.

Manufactured in accordance with the B.o.T. specifications as laid down under the former Utility scheme.

"COUNTESS"

OAK DINING SET

Price £31.15.0 TAX FREE



4' Sideboard, flush ends, Mahogany lined. Fitted with two drawers and spacious cupboards enclosing shelf. Plate-glass mirror back. 5' x 2' 6" Pedestal table, with coach shape BLOCKBOARD top. Splat-back chairs with leathercloth loose seats.

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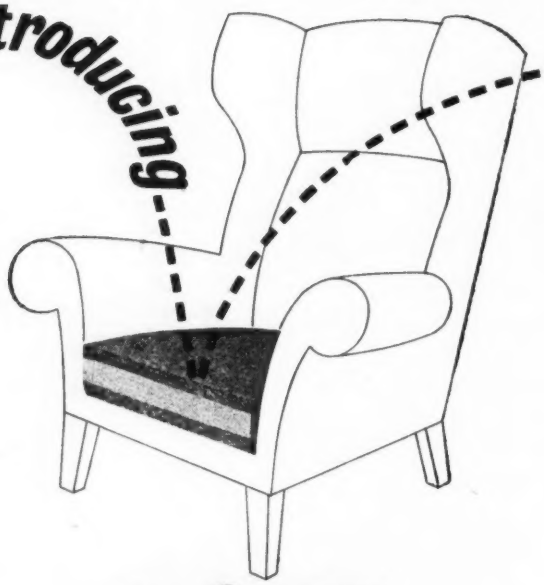

for customers who want comfort...

Customers always want that "extra something" and TEXLOK has it. The extra softness, the extra stability and the extra resilience of TEXLOK combine to give the highest degree of luxurious comfort. TEXLOK is used by many leading manufacturers and is supplied in any size to meet your requirements.

British FURNITURE Exhibition
EARLS COURT LONDON
FEB. 17 - FEB. 27 1953

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British Furniture Exhibition
Earls Court, London, S.W.

February 17th to 27th
1953

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Important Announcement

Owing to a misunderstanding the B.F.M authorities have been unable to find us suitable space at the 1953 Furniture Exhibition.

However, we have much pleasure in announcing that we have arranged a PRIVATE SHOW at the

HUNGARIA RESTAURANT
LOWER REGENT STREET
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The show will be open from
9 A.M. UNTIL MIDNIGHT EVERY DAY FROM MONDAY FEBRUARY 16th TO FRIDAY, FEBRUARY 20th INCLUSIVE
and we look forward to the opportunity of extending our hospitality to our many trade friends

We are exhibiting a full range of our
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and we have introduced an innovation which you cannot afford to miss

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We look forward to meeting old friends and new on

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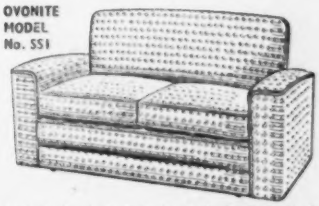
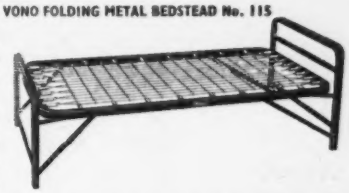
VONO LIMITED, TIPTON, STAFFS.

VONO TUB CHAIR No. TC2

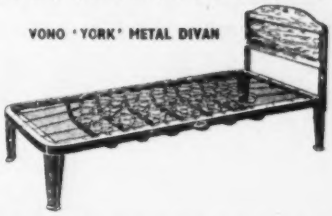


OVONITE MODEL No. SS1

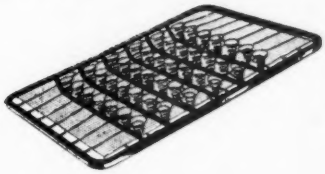
VONO FOLDING METAL BEDSTEAD No. 115



VONO 'YORK' METAL DIVAN



VONO UPHOLSTERED DIVAN



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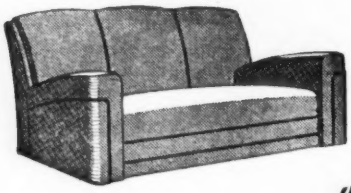

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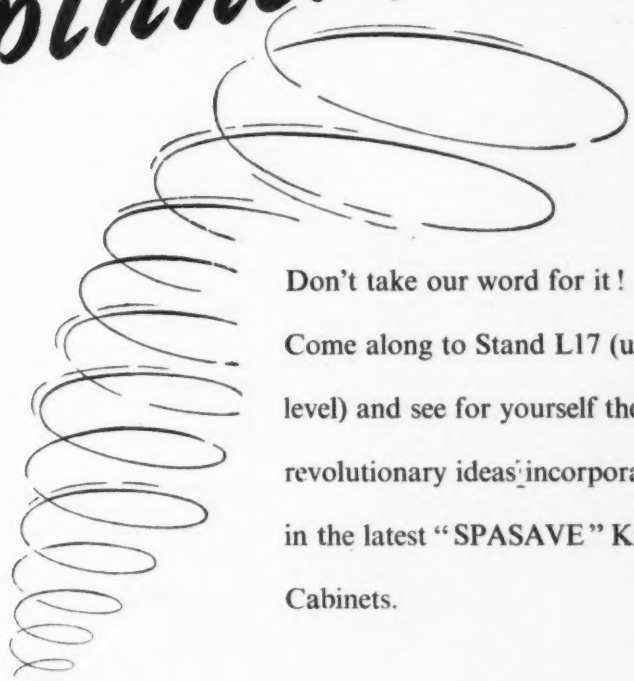

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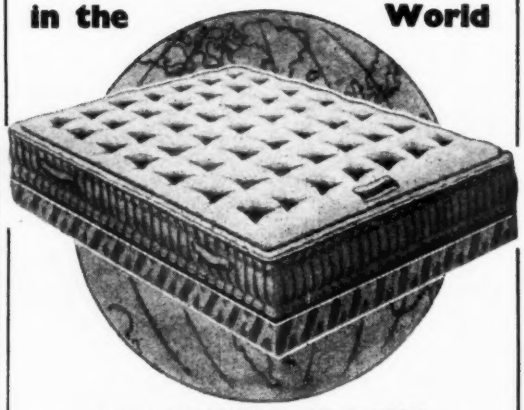

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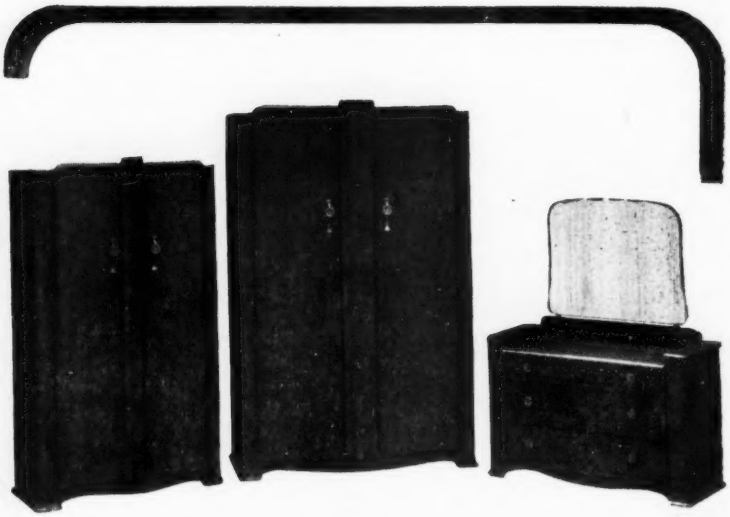

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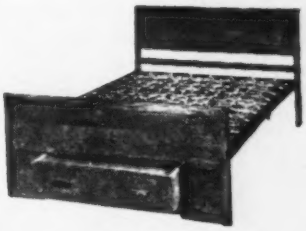

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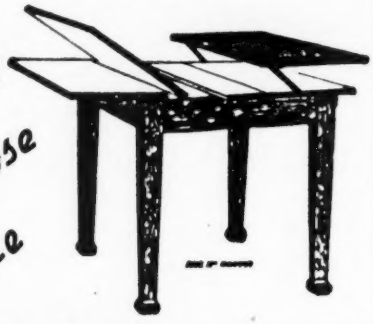

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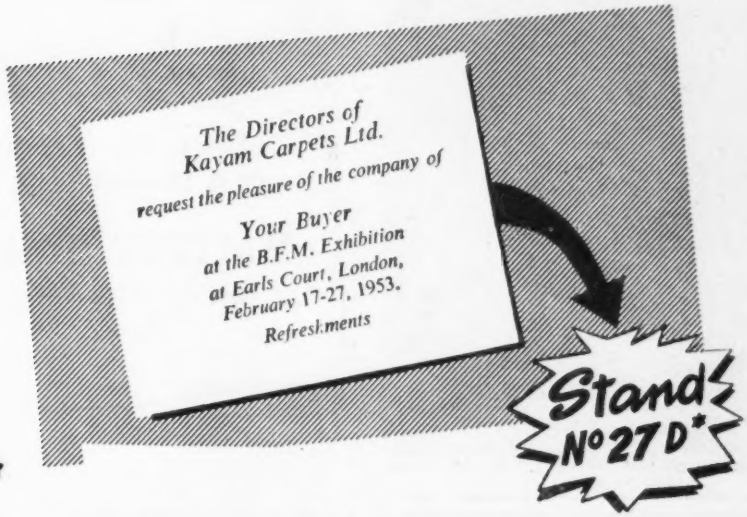

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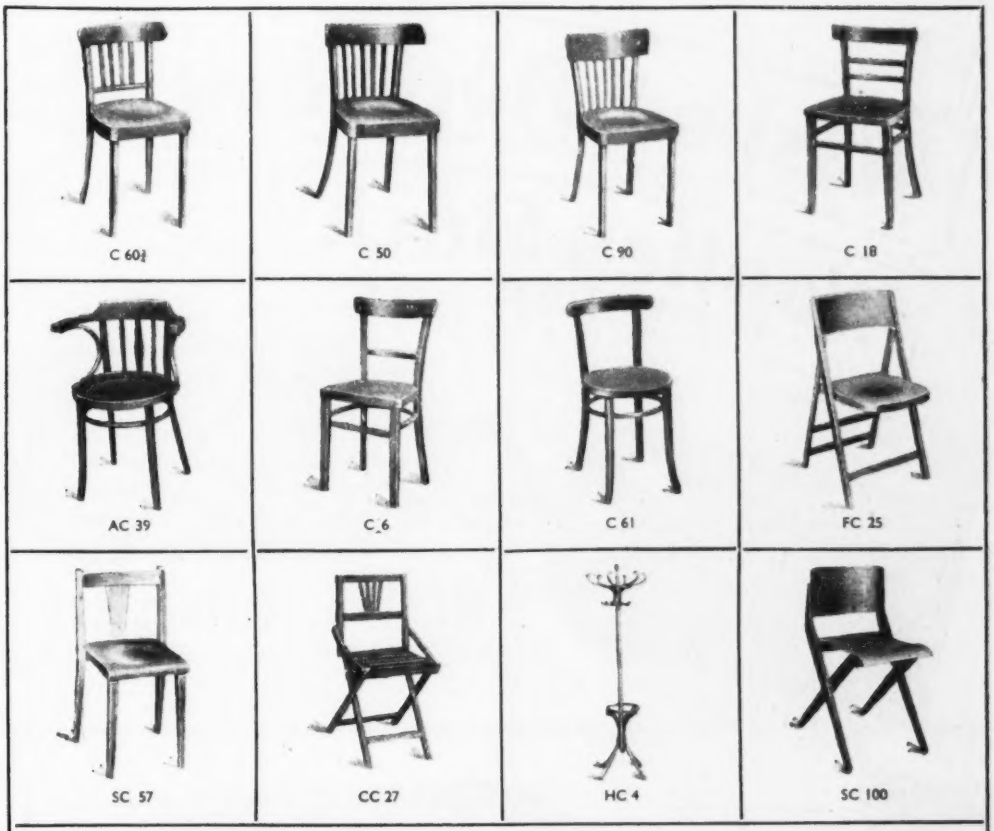

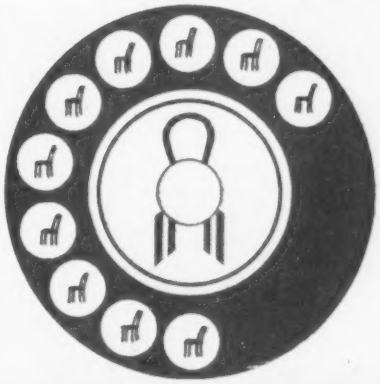

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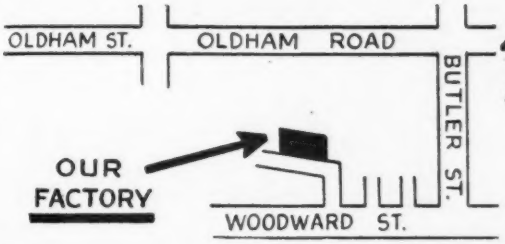

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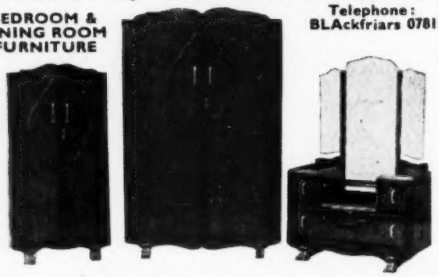

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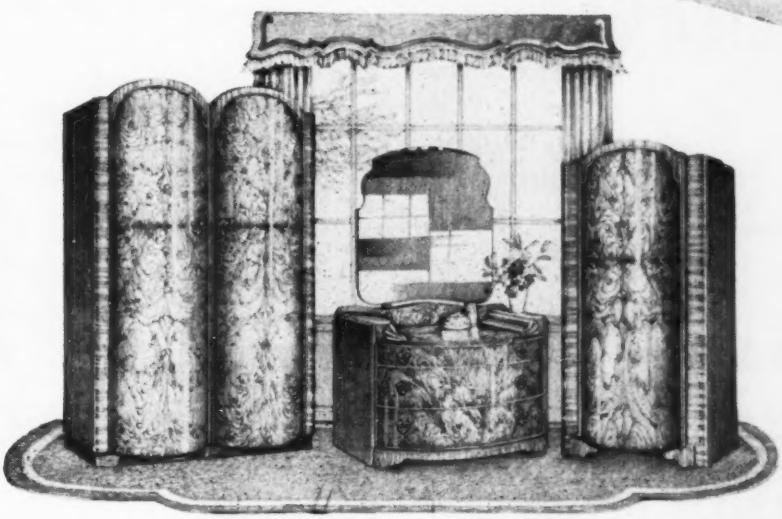

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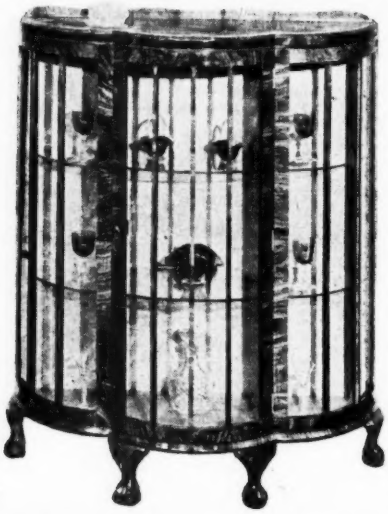

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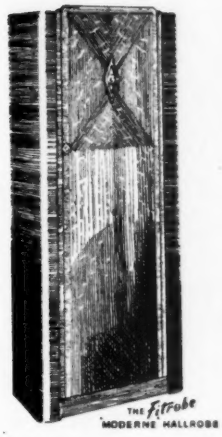

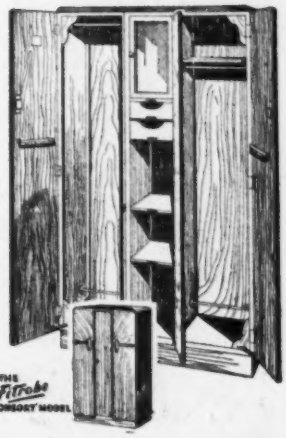

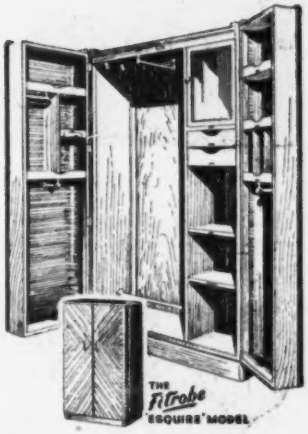

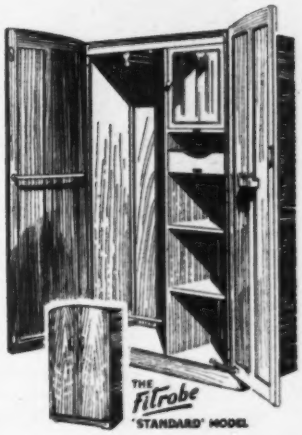

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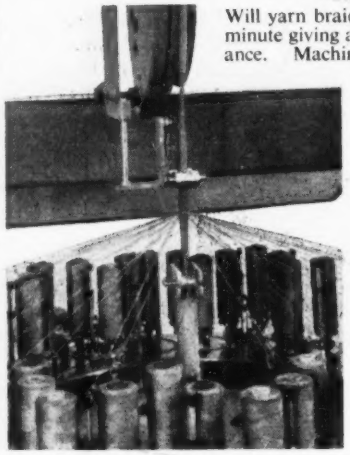

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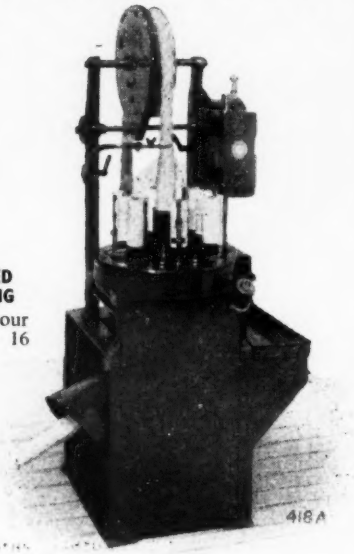

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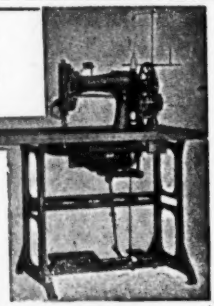

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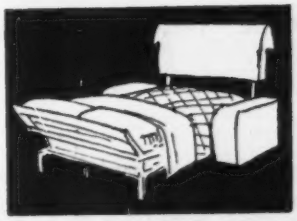

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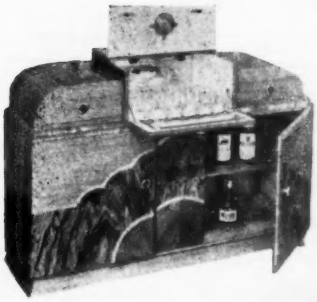

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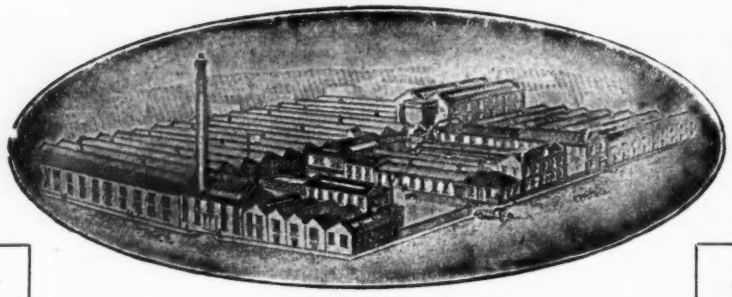

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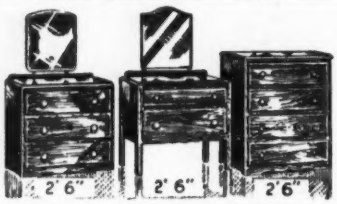

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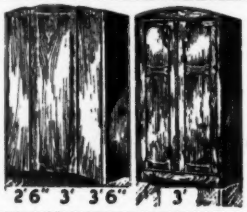

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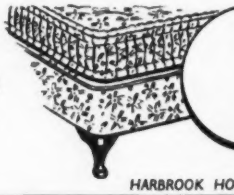

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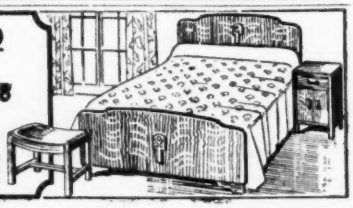

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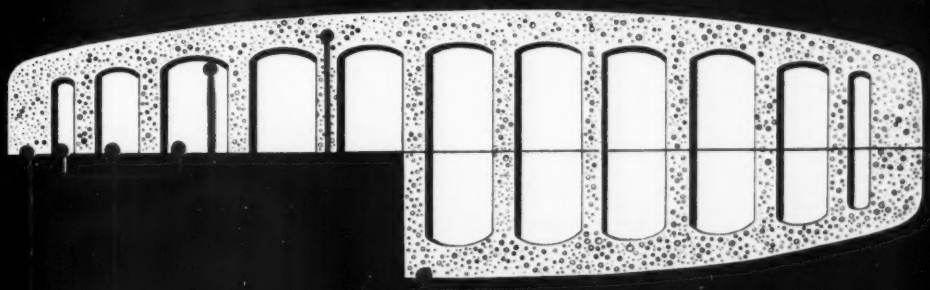

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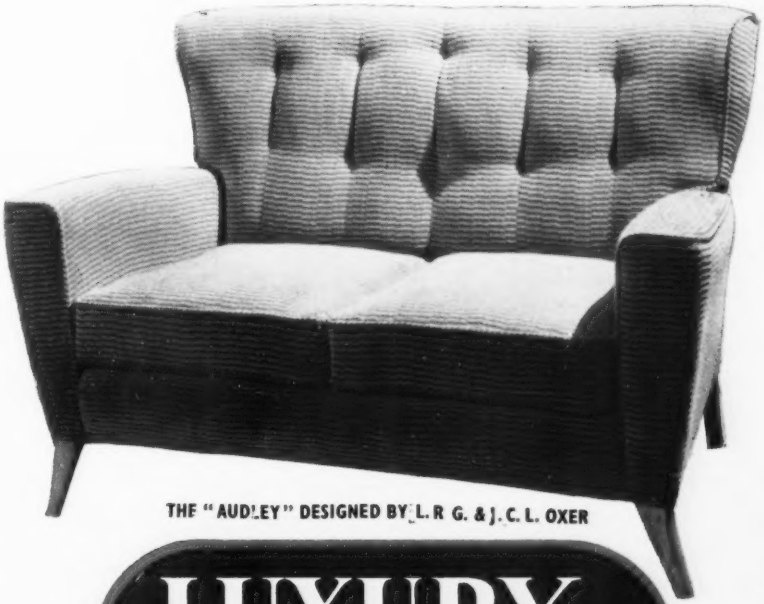

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Vol. xxxvi. No. 629 Subscriptions 40s. per annum, post free (45s. Overseas) 180, Fleet Street, E.C.4. Tel: CHAncery 8844 (15 lines) February 13, 1953

Trade's Biggest Show Opens Next Tuesday

D-Furniture at Earls Court

ON Tuesday next, February 17, the British Furniture Exhibition opens at Earls Court, London. It continues until Friday, February 27. Full details of opening times, both for trade and public, are given on page 134.

This will be one of the biggest exhibitions of British furniture ever held, and it will have added interest because this will be the first opportunity for many firms to see the new designs that have been created since the end of the Utility scheme and the beginning of D-furniture.

The general consensus of opinion is that prospects are good. The attendance at the Northern Exhibition last month, both trade and public, was double that of last year; and if this is a true guide business will be very brisk.

On the following pages we give a complete guide to the Show with details of the exhibits and advance pictures of new designs.

Mr. MacAlister Bexon

Mr. MacAlister Bexon, President of Confederation, Sums Up Prospects

IT is with great pleasure that on behalf of its sponsors, I welcome to this fourth post-war British Furniture Exhibition the furniture retailers, close co-operation with whom is of the utmost mutual value, and the British public, whose homes, now being built in ever-increasing numbers, it is our duty to provide with comfortable and elegant furniture.

At the last Exhibition I expressed the hope that the manufacture of furniture would soon be released from many of the limitations then affecting it. Now the Utility Scheme has been abolished, but control has appeared in a new form—the D-Scheme. It is, however, still too early to assess the full effects which this recently introduced D-Scheme will have upon the furniture industry.

Nevertheless, I am fully confident that the problems it has posed will be resolved and surmounted by the skill and initiative always shown in the past by designers and manufacturers and **that this will be done without sacrificing any of the high standards which the industry and trade have observed and the public has come, as of right, to expect.**

Indeed, the provisions now being made to ensure that furniture of all descriptions can pass performance tests of strength and durability will add a safeguard never previously enjoyed by the consumer.

The policy we have for two years pursued of inviting everyone to visit Earls Court and to see for themselves the largest and most varied display of furniture on show in these islands, and indeed in Europe, has been repaid by the increased interest which the public as a whole is taking in the furnishing of their homes and by the unique opportunity it has afforded manufacturers and retailers alike to assess on a wide scale the tastes and needs of the public.

There are encouraging indications that the period of uncertainty through which the furniture trade has recently passed is ending. I look forward to a renewal of its sustained prosperity, and I hope and believe that this Exhibition will be found to have made its individual contribution to that healthy condition.

A-Z Guide To The Show—With Pictures

ADMISSION TIMES FOR TRADE AND PUBLIC

Date	*Open to Trade*	*Open to Public*
February 17	10 a.m. to 6 p.m.	No
February 18	10 a.m. to 6 p.m.	No
February 19	10 a.m. to 6 p.m.	No
February 20	10 a.m. to 9 p.m.	10 a.m. to 9 p.m.
February 21	10 a.m. to 9 p.m.	10 a.m. to 9 p.m.
February 23	10 a.m. to 2 p.m.	No
February 24	10 a.m. to 2 p.m.	No
February 25	2 p.m. to 9 p.m.	2 p.m. to 9 p.m.
February 26	2 p.m. to 9 p.m.	2 p.m. to 9 p.m.
February 27	10 a.m. to 1 p.m.	No

BELOW is a complete list of the firms who have stands at the Exhibition. The stand number of each firm will be found at the end of the description of its exhibit and these stand numbers denote the floor on which the firm is showing. The stands on the ground floor are A to K and those on the upper floor L to T.

A

Aaronson Bros., Ltd. Walnut and oak veneers of every description, including butts, butt end, figured, stripey, plain and so on...23J.

Acme Productions (Kentish Town), Ltd. New range of unit type oak bedroom furniture including fitted and hanging wardrobes, dressing tables, dressing chests, tallboys, chests, dressing cabinets and bedside cabinets. Sizes from 2 ft. to 4 ft. Designs suitable for contract work, retail sales and so on ...4R.

H. & A. G. Alexander & Co., Ltd. Upholstered furniture, nursery furniture, occasional furniture...15S.

Alstons (Long Melford), Ltd. Walnut bedroom suites, including models with serpentine fronts, at very competitive prices...29P—28Q.

Alstons (Colchester), Ltd. Three-piece lounge suites in uncut moquette and hide...29P—28Q.

W. Armes & Son, Ltd. Coco matting and sisal matting in rolls or rug sizes. Coco door mats, plain, inlaid, shaped or lettered. Sinnett and wool bordered mats. Cricket pitches...15K.

Arthur Productions (Clydebank), Ltd. Kitchen cabinets in pastel shades and medium oak...28P.

Ashmele Bros., Ltd. Upholstered three-piece suites and easy chairs ...7S.

Associated Weavers, Ltd. New designs in "Weavercraft" seamless Axminster squares...33J.

E. Atkins, Ltd. Nursery furniture, cots, high chairs, low chairs, playpens, sun cars, fireside chairs, occasional furniture, tea trolleys, full range of garden furniture...4N.

Ault & Wiborg, Ltd. A wide range of paints and lacquers for the furnishing trade...31L.

F. Austin (Leyton), Ltd. Bedroom furniture, also interchangeable bedroom furniture in natural and polished oak...32H.

A.V.P. Industries, Ltd. Group stand comprising D. M. Davies of Slough, and Fibrobe, Ltd., showing bedroom suites, "Fitrobes" and hallrobes; Neatette Furniture, Ltd., showing kitchen cabinets; Sheer-Rest Bedding Ltd.; Welsh Furniture Industries, Ltd., showing bedroom suites and dining sets; Woodland Furniture (London), Ltd., showing bedroom suites...45B, 44C—9K.

B

Baker & Selman, Ltd. Upholstery of all kinds, including settees, easy and fireside chairs...57H.

Bambergers, Ltd. A comprehensive display of hardwoods, softwoods, plywood, and veneers suitable for furniture construction...33G.

I. Barget, Ltd. New range of china cabinets and cocktail cabinets in oak and walnut...69G—68H.

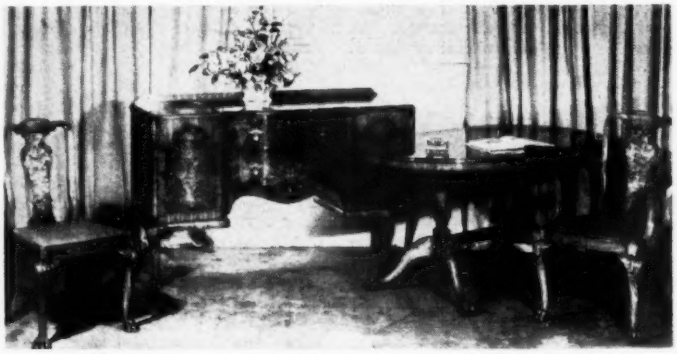
Bath Cabinet Makers, Ltd. Dining-room furniture, a Regency design in Queensland maple and a contemporary design in mahogany and sycamore; a 4 ft. walnut bedroom suite in Queen Anne style with carved enrichments; a special, medium-priced 5 ft. bedroom suite in bleached mahogany; special fitment furniture with bookcase stack, chairs, television table, small bookcases, occasional tables; two Coronation exhibition pieces; a walnut writing desk and a Regency mahogany paint and gold writing table...20D.

A. Baum & Sons. New range of dining-room sets in oak and walnut ...2K.

A. Baveystock & Co., Ltd. Full range of children's cots and nursery chairs, runabouts, children's playtables, youths' beds, folding chairs and card tables, folding beds. New idea in trays for nursery chairs, new play-pen and a combined cot and play-pen...20A—9D.

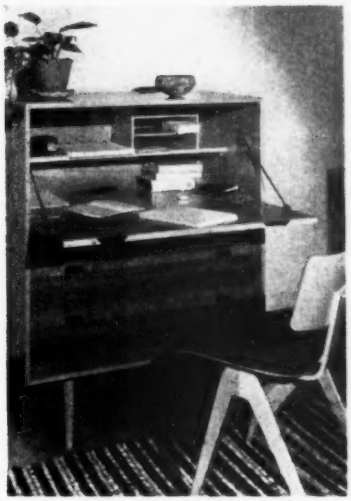
Baxter, Stavridi & Craies, Ltd. Bedroom suites in oak and walnut, 3 ft. and 4 ft., including striking modern 3 ft. suite in walnut. Full range of bedroom units in oak. Bedsteads, bedside cabinets, and so on ...26T.

(Continued on page 138)



A walnut dining-room in the English tradition, beautifully proportioned and finished, designed for the smaller rooms of Elizabethan England, by Beresford & Hicks.

Suites and Pieces for the LOUNGE



This is the "Hilleplan" bureau. It has drop flap and removable pigeon holes, mitred Agba carcass, drawer front and flap veneered in Nigerian cherry, elm, mahogany or walnut. The chair is the "Hillestak," veneered to match. On the stand of Hille of London, Ltd.

This chair is taken from the "Majestic" suite by Daniel Toper & Sons, Ltd. It has scroll arm, softly sprung, with modern fan back softly fluted and shaped to take the back. Within the D-line.

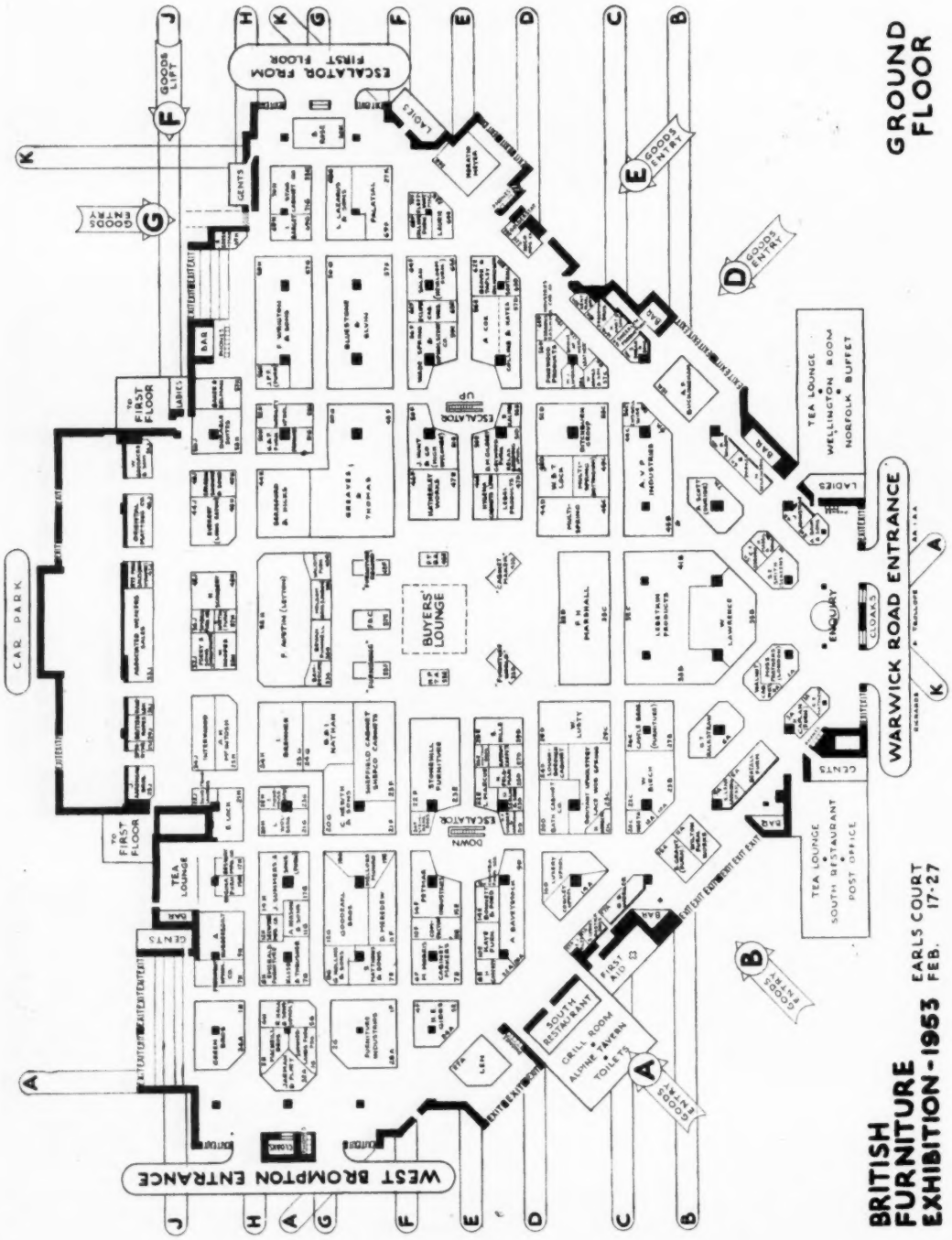
Ashmele Bros., Ltd. will be showing this new "Waverley Lintex" set from their "Elite" range. It is upholstered all latex.

This is the "Frinton" three-piece suite by Relax Bedding & Upholstery Co., Ltd. It has 10 in. sprung arms with Hairlok padding.

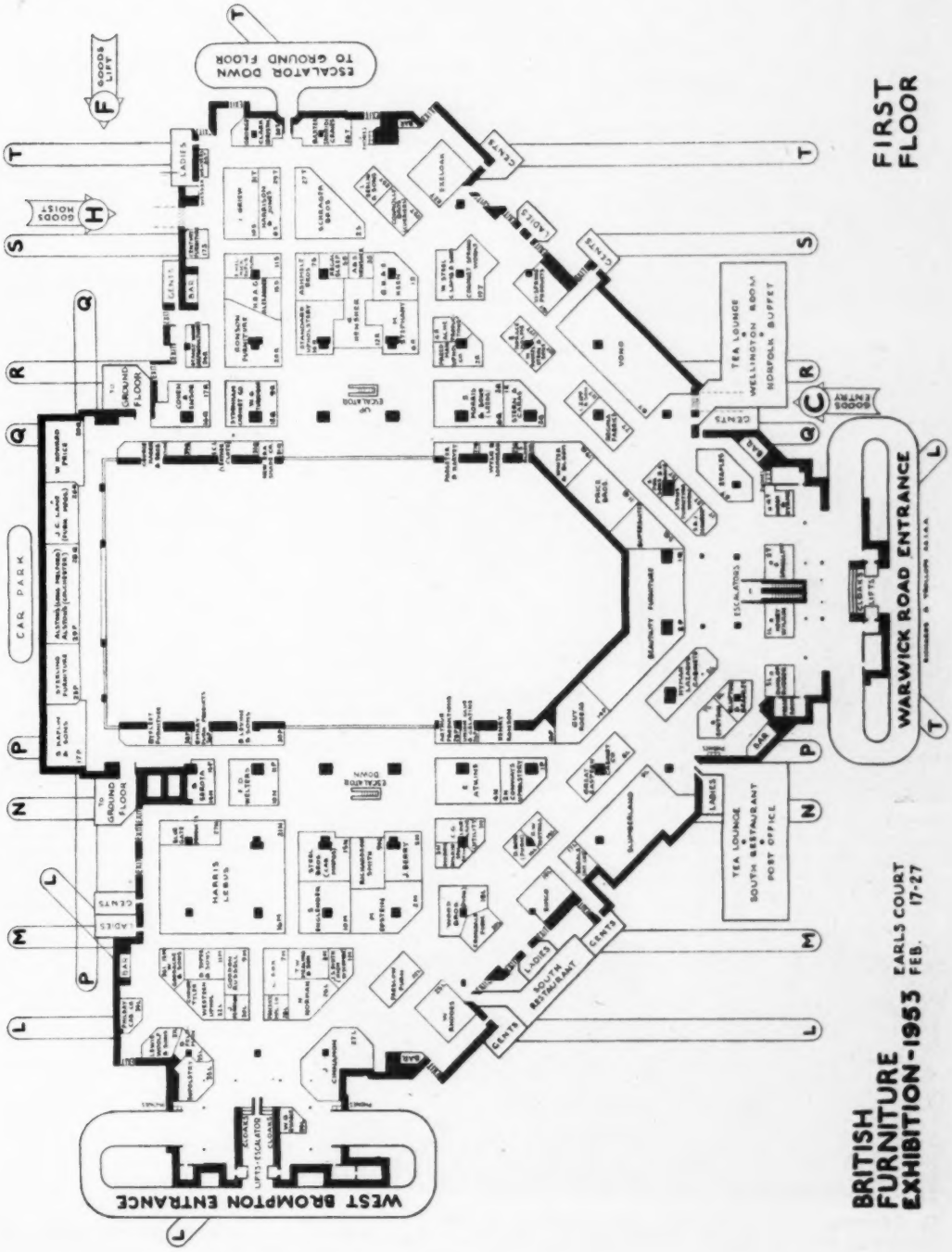
The "Lune" three-piece suite by William Lawrence & Co., Ltd.

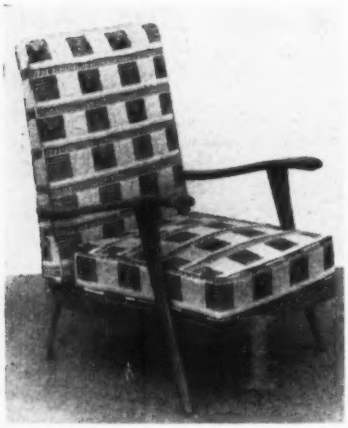
Here is the new "Coronation" suite to be offered by Conways (Upholstery), Ltd. It is covered in super-grade British moquettes, fibre and hair stuffed, incorporating the Conway latex foam cushions.

Easy-To-Find Plans of the Earls Court Exhibition



Where Firms Are Located at Next Week's Big Show





A new chair in the "Guarant" range by George Clark (Bristol), Ltd. Cushion is latex foam and frame in Slavonian beech.

The "Stirling" fireside chair, to be shown by E. Moorhouse (Apex), Ltd. It has movable seat and back and is covered in moquette.

The "Edenvale" three-piece suite will be seen on the stand of Standard Upholstery, Ltd. Dunlopillo cushion, covered uncut moquette or velvet.

B—*continued*

Beatall Furniture, Ltd. Fitted kitchens showing the many ways in which planned Beatall kitchens can be grouped, with all types of kitchen, base and sink units, tax free...5A.

Beautility Furniture, Ltd. New designs in oak and walnut dining-room suites, each set displayed in individual rooms and embodying many new features...2P—12P.

Beaver & Tapley, Ltd. Occasional furniture including bureaux, bureau-bookcases, television tables, tea trolleys, occasional tables, bookcases, gate-leg tables, and so on...21K.

L. & M. Benjamin. A wide range of bookcases...24H.

Benmax Bros., Ltd. New designs in upholstery, bed settees and bed chairs...51J.

Beresford & Hicks. Furniture and upholstery in both period and contemporary styles...44H.

M. Berkoff. Office furniture, desks, and bedroom suites...24H.

J. Berry & Sons, Ltd. A range of reproduction furniture in oak, walnut and mahogany for bedroom and dining-room...5N.

Besway Manufacturing Co., Ltd. Latest designs in car trolleys, food wagons and drop-leaf wagons in wood and heat-resisting materials...17H.

Bevan Funnell, Ltd. Reproduction oak lounge, dining-room and bedroom furniture, including the "Hangleton" buffet set; walnut and mahogany occasional items...35G.

Wm. Birch, Ltd. Dining-room suites in reproduction and modern styles. Occasional office, hotel and ship furniture and upholstery...10A. 23B—22C.

S. Bloom, Ltd. A comprehensive range of occasional furniture in walnut and oak...21Q.

Blue Gate Products, Ltd. New range of kitchen cabinets with additional space and extra features of interest to housewives. Also cabinet bases, wall cupboards and tables...27N.

Bluestone & Elvin, Ltd. New range of bedroom suites, including the "Welbeck" bow-front walnut suite...57F.

Bluston & Bramley, Ltd. Upholstery, three-piece suites in moquette and leathercloth, fireside chairs...5L.

Bolton Upholstery, Ltd. New designs in upholstery...53C.

Bonnett & Ford, Ltd. Three-piece upholstered suites and firesides...14E.

H. Brenner & Sons, Ltd. A wide range of dining-room suites...24H.

Bridge of Weir Leather Co., Ltd. Full range of cowhide upholstery leather in all shades and grains...17K.

British Ropes, Ltd. Main display of "Brysal" mats...29J.

A. F. Buckingham, Ltd. Beds and bedding, including a full range of upholstered divans, interior-sprung mattresses, polished and padded head-boards and metal bedstead...12K.

Buoyant Upholstery Co., Ltd. Upholstery including a new suite fitted with "Fomahair" cushions, covered in first quality grey, uncut moquette with a motif of white stars...23C.

Byfleet Furniture, Ltd. The "Fleet" one-piece bedroom suite which is a 3 ft. 6 in. robe with sliding doors which open to reveal hanging robe, side panel has three-quarter mirror on reversible side and covers nest of 5 drawers; also tallboys, pedestal cupboards, wardrobes, bureaux, kitchen cabinets and so on...38P.

C

H. Caplan (Furniture), Ltd. Office furniture, including executive desks, typist desks, general office desks, and a new range of walnut tax-free bookcases...3A.

Castle Bros. (Furniture), Ltd. Dining-room groups, contemporary and traditional, upholstered chairs and so on...27B—10A.

Century Furniture, Ltd. Dining suites, 4 ft. and 4 ft. 6 in., including contemporary walnut suite, bureaux, bookcases, secretaires, china cabinet, hall robe, rug box and hallstand; television table with revolving top (patent applied for)...17S.

Chiswell Wire Company, Ltd. Spring seatings, tension springs and all upholstery springing, including Zig-Zag springing...11K.

Christie-Tyler, Ltd. Range of Christie-Tyler models upholstered in uncut moquettes and incorporating the spring-filled hammock suspension cushion, supported on the tension-sprung, patent pivot action thighrest...32L—34L.

(Continued on page 140)

More Suites and Pieces for the LOUNGE

A well designed chair in the contemporary style by G. H. & S. Keen, Ltd.

This is the "Comet" three-piece suite which will be shown by A. & S. Hensher, Ltd.

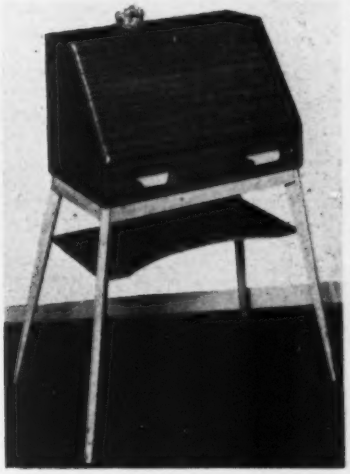
The "Grosvenor" three-piece suite in hide, fully sprung. By Lewis Woolf & Son.

New Cocktail-Bookcase

A 2 ft. 9 in. cocktail-bookcase that will be on the stand of Century Furniture, Ltd.

Period and Modern in Bureaux

Finely-figured ladies' bureau in walnut by S. Matthews & Sons, Ltd.



The new "Swift-Sure" bureau by George Serlin & Sons, Ltd.

The "Chislehurst" bedroom suite by Harris Lebus, Ltd. has a 3 ft. wardrobe with the two other pieces 2 ft. 6 in. wide.

C—*continued*

J. Cinnamon, Ltd. "Firmback" and "Cintique" chairs...27L.

George Clark (Bristol), Ltd. New, contemporary models of "Guarant" chairs and settees. Automatic working model of "Longa" patent expanding settee...30T.

Cohen & Ensor, Ltd. Three-piece suites covered in hide, vynide and soft covers, bed settees and fireside chairs...16Q.

Collins Furniture. Fireside chairs with Latex foam rubber interiors, bedroom stools, dining-room chairs, café furniture...68F.

Collins & Hayes, Ltd. Upholstered settees and easy chairs in period and contemporary styles...57D.

L. W. Collyer. Bedroom, dining and occasional furniture...24H.

Columbia Photo Services. Photography artwork and layouts for the furnishing and allied trades...18E.

Compactum, Ltd. Clothing cabinets including the new 3 ft. 6 in. "Windsor" which has greater depth for clothes to hang sideways; also the "De Luxe" cabinet, suitable for either sex, modelled in finely-figured mahogany and walnut and with mahogany-finished interior ...11E.

Connolly Bros. (Curriers), Ltd. Upholstery leathers in all colours and finishes, including "Vaumol"; also a new high-quality upholstery material, "Dulon" P.V.C., which has been developed in collaboration with the Dunlop Rubber Co. Connolly's are sole distributors...23T.

Conways Upholstery, Ltd. Arm and fireside chairs, three-piece suites...2N.

Coronet Spring Works, Ltd. Upholstery units; springs and fittings to the upholstery trade; bed-settee actions; inner springing for the bedding industry; industrial and transport seating...19T.

Cowley Upholstery Co. Three-piece suites and fireside chairs in hide, leathercloth, moquettes...14A.

Alfred Cox. Bedroom, dining-room and occasional furniture of all qualities...56E.

Crondale Furniture Co., Ltd. All kinds of kitchen furniture, cabinets and so on, and a sink unit...20L.

D

Dependable Furniture, Ltd. Walnut and oak bedroom suites, fitted robes, upholstery, three-piece suites and bed-settee...53C.

Ditchburns, Ltd. New designs in bedroom suites and dining sets...53C.

Docka, Ltd. China cabinets of all kinds...24H.

Ducal Woodway (1943), Ltd. Whitewood furniture, kidney dressing tables...24H.

Dunlop Rubber Co., Ltd. (Dunlopillo Division). Dunlopillo cushions, long-length seating and furniture equipped with Dunlopillo cushioning ...3L.

Durable Suites, Ltd. Bedroom suites in walnut, wardrobe and gent's robe doors are on rollers and disappear into carcass instead of opening and closing, space is saved and there are no doors to shut out light; also range of other bedroom furniture...53H.

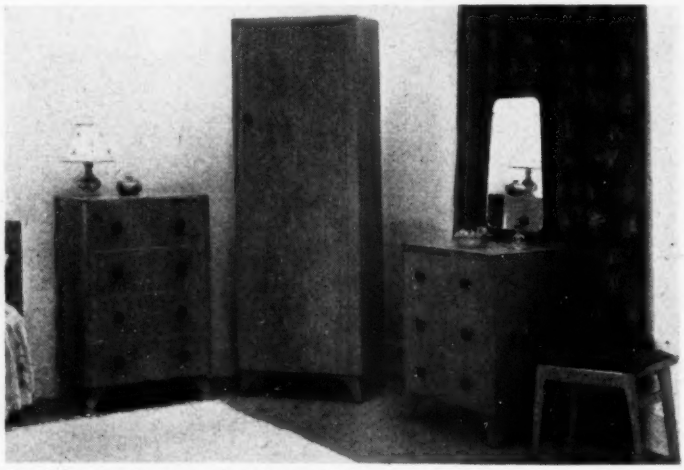
E

Easiwork Cabinet Co., Ltd. Kitchen furniture including new model "Richmond"—19K.

Eclipse Cabinet Works Co., Ltd. Bureaux, bookcases, secretaires, occasional tables, tea wagons, hall robes, Welsh dressers, stools, gate-leg tables, bedside cabinets, dining sets...63E—62F.

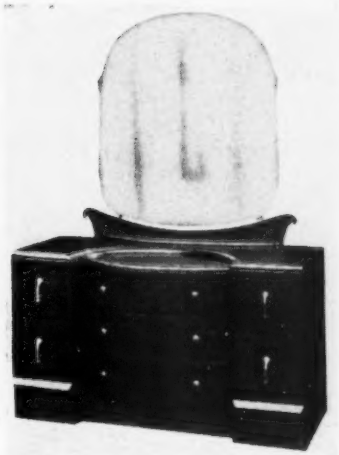
Ellis Productions (High Wycombe), Ltd. Dining-room sets in contemporary and reproduction; four-legged and refectory tables...51E—50F.

(Continued on page 142)

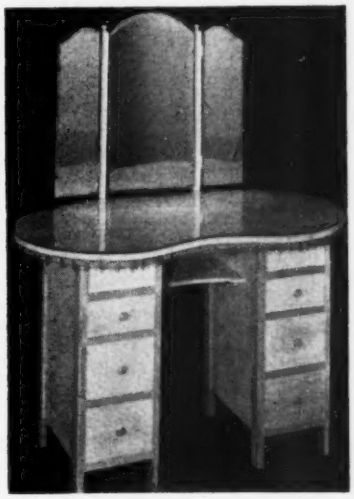


Specialists in furniture for the small home and for "juniors," Herbert E. Gibbs, Ltd. will be showing this "350" bedroom range. The four-drawer chest, the dressing chest and the wardrobe are all 2 ft. wide.

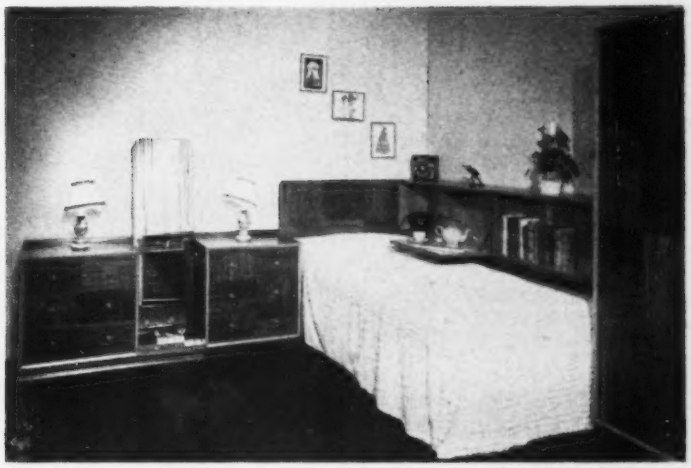
For the BEDROOM



To be seen for the first time at the Show; this 3 ft. 9 in. dressing-table, with exceptional drawer space, is part of the "Harrogate" suite by Stag Cabinet Co., Ltd. The suite has double-door wardrobe and new double-door man's wardrobe with improved hanging and storage space. In oak, lined mahogany throughout.

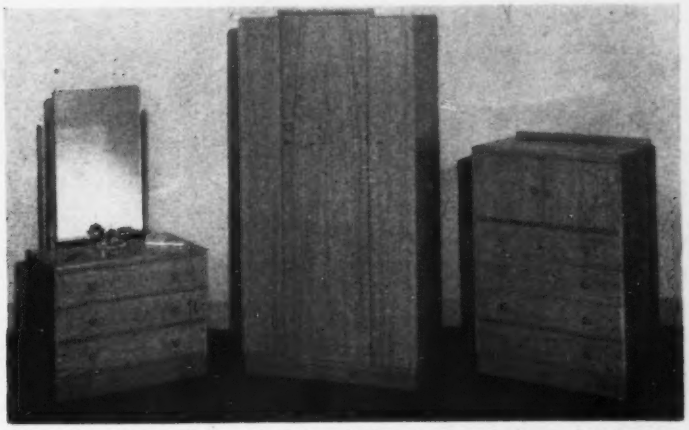


Kidney-shaped dressing-table in whitewood with triple-swing mirror and plate-glass top, to be shown by Ducal Woodware (1943), Ltd.



Furnishing a small room at a reasonable price is solved by this "Fineage" range by Finewood Products, Ltd. The furniture is on the unit principle.

The "Wessex" 4 ft. reproduction oak suite by L. Marcus, Ltd.



The "Imperial" suite with 3 ft. all hanging wardrobe and 2 ft. 6 in. dressing-table and chest, to be shown by Hirsh & Hyams, Ltd.

E—*continued*

Emerald Furniture Co., Ltd. Three-piece upholstered lounge suites, settees, easy chairs and firesides...8H.

Emkay Furniture Products, Ltd. Occasional furniture, tables, trolleys, bureaux, secretaires, bookcases and so on, with emphasis on range of "Burolite" bureaux featuring patent "Penrest," combined bureau handles and pen racks...36P.

S. Englender, Ltd. New designs in upholstery...10M.

E. & H. Epstein, Ltd. Upholstery, three-piece suites in soft coverings, hide and leathercloth...7H.

M. Epstein. Upholstered easy chairs, settees and firesides in hide, tapestry, damask and uncut moquette...2M.

S. Epstein, Ltd. Office furniture, desks, tables, bookcases and so on ...7L.

W. G. Evans & Sons, Ltd Occasional furniture, floor and table standards...29L.

Everest (Long Eaton), Ltd. Upholstered settees, easy chairs, firesides, sideboards, tables and divans...45H—44J.

Exeloak, Limited. Completely new range of oak and walnut dining-room sets, incorporating five-drawer sideboards, cocktail fitments, mirror-back sideboards and gateleg tables...22T.

F

B. Feldman & Co. Walnut and oak dining-room sets, featuring shaped sideboards with wrap-over edges and pre-formed panels...35L.

H. Feldman & Co., Ltd. The "Imperial" half-round china cabinet with bag-pressed top, veneer reaches over rounded edges, solid sides and open front with two-panel and glazed doors; also "Burolo" bureau with round fall which rolls back, two drawers; also "Crown" china cabinet with solid walnut dummies to sides and centre, four ball and claw legs...25D.

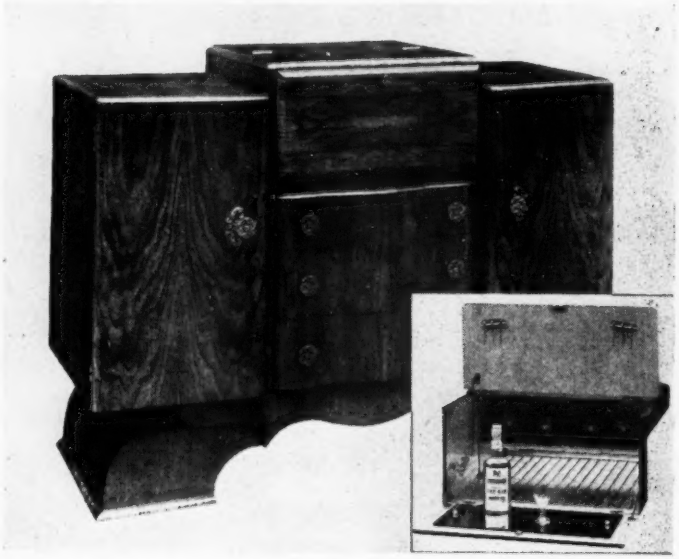
Ferney Furniture, Ltd....24H.

Finewood Products, Ltd. Range of furniture on unit system for small rooms; bed-fitment which can cover 3 ft. bed and become large couch, it has a let-down flap with Formica face for writing or breakfast in bed; a four-drawer chest has let-down front for writing incorporated in top drawer and sliding cosmetic mirror which covers a bureau fitting ...56D.

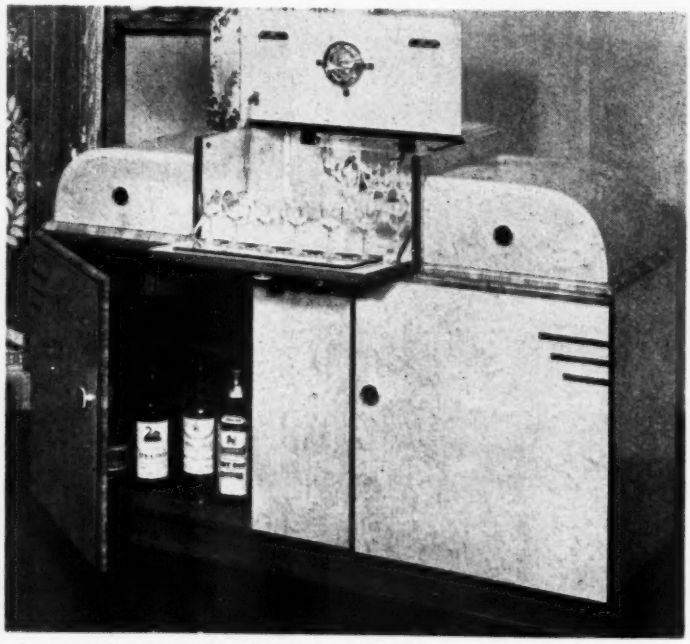
W. Finkelstein & Sons (Kingsland), Ltd. Domestic woodware... 15T.

(Continued on page 144)

The Modern Cocktail-Sideboard



From the "Sherwood" dining-room set, this 4 ft. 6 in. walnut canted sideboard has luxury cocktail fitment with new-type striped glass, plate glass mirror on inside of lid, and shelf and metal gallery to hold glasses. The tax on the set is less than £1. (Simbros Furniture [Manufacturers] Ltd.).

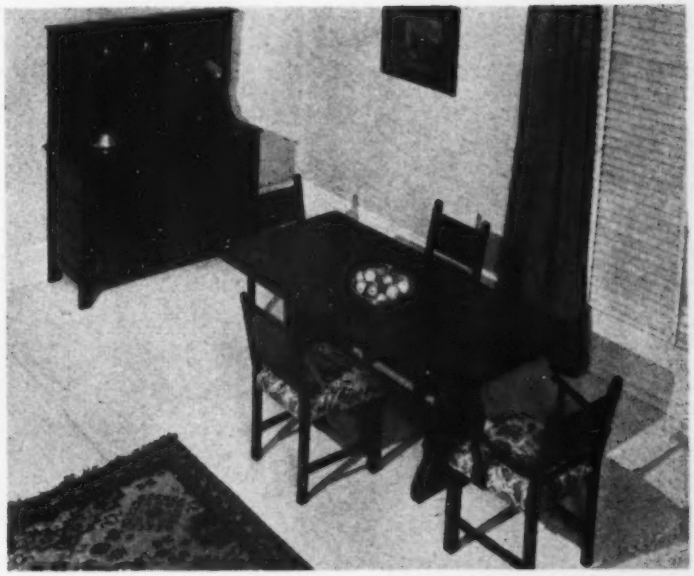


An attractive cocktail-sideboard in bird's-eye maple to be seen on the stand of S. Grant (Furniture) Ltd.

For the DINING ROOM and HALL

A fine reproduction buffet called the "Druid," retailing at about £27, by W. Hooper & Co., Ltd.

A 3 ft. hall wardrobe with hanging space, retailing at about £22, by Bevan Funnell & Co., Ltd.



From the big range of "Croydon" solid oak hand-carved reproduction furniture, finished in antique or bleached colour. The dresser of this suite by Webber & Harrison, Ltd. is 4 ft. wide.

From the entirely new range of A. Hubbersgilt, Ltd.

This "Royal" dining set includes a finely carved 4 ft. 6 in. buffet sideboard with heavily carved canopy pillars and frieze, with three drawers and three spacious cupboards. (Gaywood Furniture, Ltd.)

For the Comfort Department

Here is the new "Rockall" chair featured by R. Hall & Son (Upholsterers), Ltd. Hand-polished laminated bends of "C" shape form the arms and provide the base for the feet. Being resilient, they "give" under the weight of the sitter and have a function similar to a spring. Tension springs are used for seat and back. Rubberised-hair and Pullman springs are used. (Patent applied for.)

A fully upholstered, part show-wood frame, fireside chair incorporating the Christie-Tyler hammock cushion and patent tension sprung pivot action thigh rest, which will be shown by the firm. The frame is of Abura or selected beech and covering in uncut moquette. (Christie-Tyler, Ltd.)

Revolutionary exhibit on the Greaves & Thomas stand will be the "Bodi-Line Heart Saver" chair which is stated to have "swept America off its feet." It contains an exclusive scientific principle that relaxes the body, nerves and heart with absolutely no effort.

F—*continued*

Fleetway Manufacturing Co., Ltd. Kitchen cabinets and dresserettes, also "Ideal Foldaway" table wringers, "Pilot" wringer cabinets, "Clipper" and "Comet" carpet sweepers...70F—25K.

Charles Fox, Ltd. Spring interior mattresses, divans, soft mattresses, bolsters and pillows—7M.

S. Fox, Sons & A. Davis, Ltd. Reproduction and modern bedroom furniture...5T.

Freedman Bros., Ltd. Dinner wagons, tea trolleys, occasional tables, diner tables, "Kitchcab" diner table, bedsteads, tele-tables, dressing-stools, magazine-racks, gate-leg tables, coffee tables...18K.

Freedman Upholstery Co., Ltd. Cheap and medium-grade upholstery of exceptional design at competitive prices...2R.

Freedman & Hutchinson, Ltd.... 24H.

Furniture Industries, Ltd. Dining-room, "Old Colonial" furniture, upholstered easy chairs, Windsor furniture in traditional and contemporary styles...28A—1F—2G.

Furniture Development Council... 37E.

Furnishing Trades Benevolent Association...43E.

Gaywood Furniture, Ltd. Special feature of the "Royal" dining set in oak, 4 ft. 6 in. sideboard with carved canopy pillars and frieze, three drawers and three cupboards, dining table opens to 5 ft. 6 in., matching bureau and secretaire also available...51D.

G. & F. Furniture Products, Ltd. Cocktail cabinets, dining-room furniture...51G—50H.

G

Herbert E. Gibbs, Ltd. New range of bedroom furniture with 15 pieces in light and medium oak. Novel table for use as occasional cocktail, reading, writing or bed table; range of knock-down furniture in walnut and oak; television tables, bedside cabinets, occasional tables, trolleys, dining and office furniture...24A.

D. M. Gilbert & Co., Ltd. New range of imported walnut bedroom suites...51D—50E.

S. & F. Glenn, Ltd. Dining sets, cabinets, bookcases, bureaux...24H.

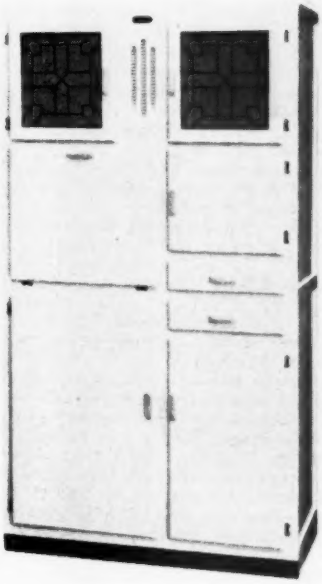
H. Godfrey, Ltd. Bedroom furniture in walnut and bird's-eye maple ...22A.

Golderstat. Catalogues and leaflets for the furniture industry; mass-production of real photographs... 24K.

A. & G. Goldman. Office, board-room, bedroom and dining-room furniture; reproduction and modern... 24H.

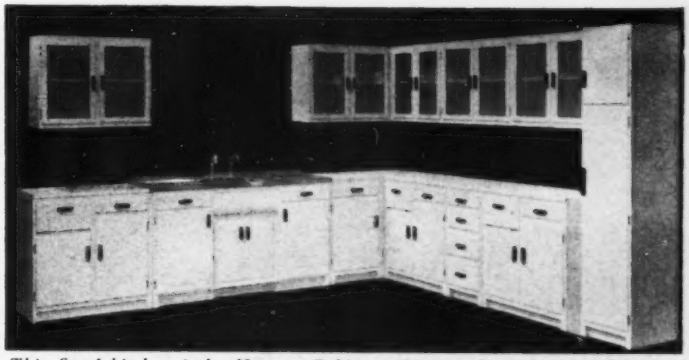
Wm. Goodacre & Sons, Ltd. "Windsor" coir mats and coir and sisal mattings, "Orissa" carpets, "Kent" carpets, "Kendal" rugs, stair and body goods, "Bedford" stair and body goods, "Oxford" stair...36L.

(Continued on page 146)



A kitchen unit to be shown by Beatall Furniture, Ltd. It has fitted expanded metal grille ventilation with enamelled or Formica working surface. Good cupboard and drawer accommodation.

Easiwork Cabinet Co., Ltd. will show this 3 ft. design with fall front.



This fitted kitchen is by Hygena Cabinets (Liverpool), Ltd. It will be one of the firm's chief features at the Exhibition.

Right

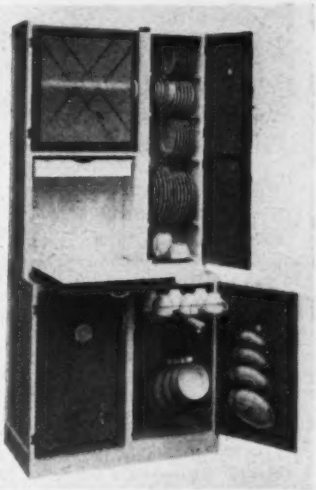
This kitchen cabinet by G. Hollins & Sons, Ltd. introduces a new note in hygiene. It is a dual-purpose cabinet which, by the use of "Superaks," does away with the unhygienic dish-cloth and the necessity to dry up.

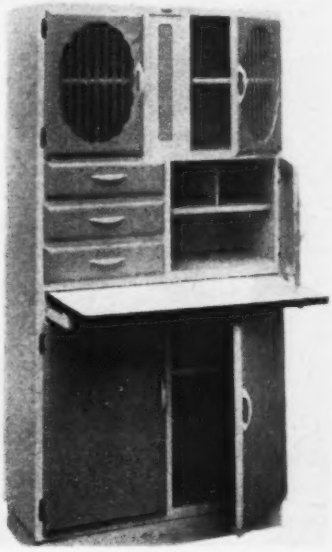
Below

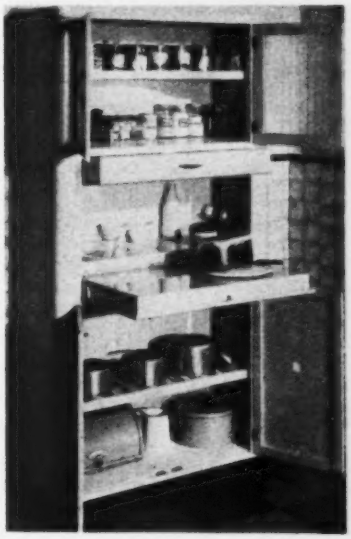
The "Imperial" kitchen cabinet by Blue Gate Products, Ltd. It is 3 ft. wide with abundant storage space. Three full sized drawers, one cutlery lined; whitewood compartment for bread; easy-action slide-out working surface; expanding ventilator.

Below, right

One of the features of the exhibition will be the entry of Harris Lebus, Ltd. into the kitchen cabinet field. This model is fully fitted, with stainless heat-resisting "Armourplate."







This is one of the new divan sets by Regalsleep, Ltd. which will be shown on the stand of the Stephany Furniture Trades Group.

G—*continued*

Goodearl Bros., Ltd. Contemporary dining-room furniture in wood, metal and plastics, including units; upholstered furniture...12G.

S. Grant (Furniture), Ltd. Dining-room suites in oak and walnut...11A

Great Eastern Cabinet Co., Ltd. Oak and walnut bedroom suites...8L.

Greaves & Thomas, Ltd. New "Put-U-Up," "Davenport" suites; special feature of the "BodiLine Heart Saver" chair...45F—50G.

Green Brothers. "Geebro Cord" floorcovering, Monogram mats, coir matting, upholstery twines, folding garden furniture, occasional furniture, draught screens, card tables, ironing boards...34A.

M. H. Greenman, Ltd.. Cabinet-makers and woodworkers' supplies. ...24H.

S. Greenman, Ltd. Furnishing fabrics, moquettes, tapestries, velveteens; veneered plain and embossed wood mouldings, embossed ornaments; fittings and handles in metal and plastic...69H.

I. Griew & Co., Ltd. Oak bedroom suites and bedsteads...10S—31T.

H

Hairlok Co., Ltd. Rubberised hair, armrests, back squabs, spring case covers, and so on, and sheets; "Texfoam" pillows, sheet and topping; "Seatex" hair reinforced latex foam seat pads, armrest pads, and so on; "Texlok" cushion...31J.

R. Hall & Son (Upholsterers), Ltd. A comprehensive range of upholstery and new "Rockall" chair arms and back made from laminated bends, and tension-sprung and with loose reversible cushions...5G—6H.

George Harris & Bros. (Furniture), Ltd. Upholstery, small occasional furniture and electric lamp standards...39Q.

Harrison & Jones, Ltd. New range of down quilts, bedding and divans and all types of upholstery fillings; talking film show illustrating manufacture of upholstery and quilt fillings ...8S.

H. Hart & Son. Bedroom suites in exotic veneers and incorporating fully-fitted 3 ft. 6 in. gentleman's wardrobes with bedsteads and bedside cabinets to match...16K.

Hatherley Works, Ltd. Upholstered and occasional furniture, folding furniture, domestic woodware, garden furniture...47E.

A. & S. Hensher, Ltd. Upholstery, three-piece suites, rockers and fireside chairs...12R.

George Hensher, Ltd. Upholstery, three-piece suites, fireside and occasional chairs; special feature of new "Serenity" chair...6R.

H. Herbert & Co. Bookcases, china cabinets and cocktail cabinets... 21C.

S. Hille & Co., Ltd. "Hilleplan"

(continued next column)

The Modern Divan

Multi-Spring, Ltd. will show this new divan set with quilted-top latex foam mattress. The divan is well sprung and can have splay or cabriole legs. The mattress provides perfect insulation and comfort. The headboard is in light or medium oak or mahogany colour.

tax-free units including dressing chest, bureau, sideboard, bookcase, "Hilleplan" sewing chair, "Coffee-stak" occasional table...29D.

Hire Purchase Trade Association. ...33E.

Hirsh & Hyams, Ltd. Five 3 ft. bedroom suites, two contemporary, two Queen Anne and one orthodox; special feature of "Windsor" suite with 3 ft. robe, can be supplied with Queen Anne legs and pieces can be supplied separately, veneers are oak and stripey walnut; also "Regent" pedestal cupboard and "Boston" bookcase...4T.

G. Hollins & Sons, Ltd. Kitchen cabinets, kitchen cabinet cases and kitchen tables with enamel tops and Formica...8G.

E. Horace Holme, Ltd. Fireside chairs; fully-upholstered chairs and settees by well-known modern designers...17T.

W. Hooper & Co., Ltd. Reproduction dining sets, occasional furniture and specialities, such as the paper rack table, kidney dressing tables, and so on...33H.

A. Hubbersgilt, Ltd. Dining-room sets, bookcases, bureaux, cocktail cabinets, occasional furniture...9H.

J. H. Hunt (High Wycombe), Ltd. Three-piece suites in hide and soft covers; occasional furniture, wing chairs and firesides...51E—50F.

Hygena Cabinets, Liverpool, Ltd. Kitchen cabinets, sink units, fitted kitchen; "Carlton" cabinet in tax-free class, "Phantom" finished in oak by new process...46E.

I

Imperial Chemical Industries (Leathercloth Division). New and original designs in "Vynide"; settee and several chairs specially designed for use with new patterns in this fabric...33Q.

Interwood, Ltd. Woodworking machinery, electric high-speed router, saw sharpener, veneer guillotine, glue spreader, shaping press, splicer, drum sander, and so on; special feature of Duplex counter running belt sander; dowel-making machine to make plain or knurled dowels, dowel cut-off and end-pointing machine...24J.

J

Jarman & Platt, Ltd. Carved oak dining sets...32A.

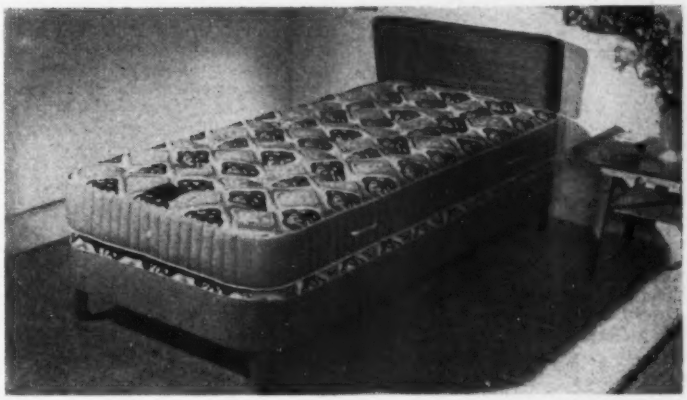
J. B. Upholstery Co. Upholstery ...53C.

Joseph Johnstone, Ltd. Dining-room furniture, sideboards, tables and chairs, trolleys and occasional tables ...4K.

J. P. F. (Furniture), Ltd. Bedroom furniture...56H.

(continued over page)

For the Bedding Department



This "Vogue" divan in Horrockses print, with a retail price of approximately £17 10s., will be seen on the stand of Horatio Myer & Co., Ltd.

Here is the Slumberland "White Seal" mattress in 4 ft. 6 in. size, on deep spring-edged base, folding in the centre. (Slumberland, Ltd.)

The "Beuatyrest" pocketed spring interior mattress, upholstered in cotton felt, by Simco, Ltd.

K

S. Kalman, Ltd. Furniture; mirrors and mirror—decorated lamp standards and clocks...55D.

S. Kaplin & Sons (Upholsterers), Ltd. Upholstery...17P.

Kayam Carpets, Ltd. Hand-made, embossed Indian carpets in many colours with Oriental, French and Chinese designs, available in three qualities; Axminster carpet squares, body, stair carpet, and rugs; Wilton carpetting...27D.

Kaye Furniture, Ltd. Bedroom suites; the "Howard" in walnut with 4 ft. double-door robe, 4 ft. dressing table with shaped ends and bow drawers, 3 ft. gents' robe; also the "Helma"; both suites mahogany-lined and tax-free...10E.

G. H. & S. Keen, Ltd. Contemporary and reproduction oak dining suites, occasional tables, bureaux and bookcases; upholstery, wing, fireside and rocking chairs, all of attractive designs and in well chosen covers; high quality maintained throughout the range...S1.

Kent Nail Works, Ltd. All types of upholstery and other nails...20K.

Kloss & Trusher, Ltd. Walnut bedroom and dining-room furniture...7G.

Kostick Bros. Modern and contemporary occasional tables, nests of tables, trolleys and lamp standards...21A.

L

Lace Web Spring Co., Ltd. Patent lace web springing...23C.

C. Lamb & Sons, Ltd. Comprehensive range of oak dining-room sets and bureaux, all interchangeable and tax-free; several additions to the "County" range with flush-ended sideboard, new form of table construction and improved range of chairs...19T.

W. J. Lamkin, Ltd. Painted and decorated occasional furniture and bedroom suites; cocktail cabinets, bureaux, corner cupboards, coffee tables, nests of tables; floor standards, mirrors...59C.

J. C. Lane (Furniture Manufacturers), Ltd. Dining-room furniture and fireside chairs...26Q.

Laurie & Co. Jute goods, canvas, hessian, webbing...69E.

William Lawrence & Co., Ltd. bedroom suites, dining-room sets, upholstery...35B.

Hyman Lazarus (Cabinets), Ltd. Bedroom furniture in walnut and oak with five years' guarantee...2L.

L. Lazarus & Sons, Ltd. High-grade bird's-eye maple suites with stressed veneer covering entire fronts; also suites in figured and bleached walnut; seven designs in all; all wardrobes fully fitted...68G.

Edward Lean, Canning (F. & S.), Co., Ltd. Bedspreads, cushions, embroidery, furnishing fabrics and soft goods, furnishings, quilts and down-quilts, soft furnishings, quilting...9A.

This "Serenity" chair with extending footstool will be shown by George Hensher, Ltd.

Lebel Products, Ltd. Upholstered bed-settees and bed-settee suites; bed-chairs...47D.

Lebetkin Products, Ltd. Oak bedroom suites...33B—41B—32C.

Harris Lebus, Ltd. Interchangeable oak and walnut bedroom furniture. The walnut furniture is entirely new. Dining-room sets, bureaux, bookcases, hall and occasional furniture; new Lebus kitchen cabinet; range of upholstered furniture; new suites in two-seat and three-seat sizes and two comfortable bed-settees; covers include tapestries, uncut moquettes and non-crush velvets...16M.

B. Lederman & Sons. Oak bureaux, bookcases, secretaires...24H.

Leeds Cabinet Co., Ltd. Bedroom suites and bedsteads...53C.

Len, Ltd. Firesides and fireside suites, occasional tables...27A.

B. Levine & Sons, Ltd. Oak dining-room sets, sideboards, tables and chairs; good-quality, clean finish in medium-price range with little or no purchase tax...30P.

E. Lock. New designs in 4 ft. and 2 ft. 6 in. bedroom suites in reproduction style; dining sets in reproduction and modern style including two 3 ft. sideboards, one in reproduction and one in natural oak; occasional furniture including trolleys, bureaux and cabinets...21H.

W. & T. Lock (Bath), Ltd. Contemporary and reproduction bedroom suites in oak, mahogany and walnut ...48D.

Loughborough Cabinet Mfg. Co. Bedroom suites of original design by N. J. Bailey and P. J. Conolly, in choice and finely-figured veneers...23C.

C. G. Lovegrove (Utility), Ltd. Fireside and occasional chairs and hide upholstery...1N.

W. Lusty & Sons, Ltd. Representative range of Lloyd Loom woven fibre furniture, with some new models; "Maidsaver" kitchen cabinets, kitchen furniture, hardwood robes and tables, and so on; plastic-topped tables; kidney-shaped dressing tables; "Cellus" folding and rigid tea trolleys...28D—29C.

Luxury Upholstery, Ltd. Contemporary settees and easy chairs and show-wood armchairs...14A.

Sidney Lyons & Co., Ltd. Dining-room and occasional furniture...21A.

Lyons Furniture Works, Ltd. Upholstered chairs and settees; patent "Restable" products and "Betarest" chairs...3T.

M

A. H. McIntosh & Co., Ltd. Bedroom and dining-room furniture, inlaid wood work, occasional furniture...25H.

MacNeill Bros. Furniture...2H.

L. Marcus, Ltd. Reproduction oak, bedroom, hall and lounge furniture...22E.

F. H. Marshall & Co., Ltd. Special feature of seven "Talent" dining sets, the "Harlequin," "Avondale," "Marina" and "Harlow," in walnut; the "Basildon," "Riverdale" and "Kent" in oak; upholstered in leathercloth or "Lustrette"; all suites have new and special features; bureaux, one in oak with storage provision for bottles, also a cocktail bureau; gate-leg and "bungalow" design occasional tables...33C.

David Martin (Furniture), Ltd.... 37H.

H. Massil & Sons (Woodturners), Ltd. Queen Anne and claw and ball legs, general turnery, divan frames and headboards...3K.

C. E. Matthews & Co., Ltd. Fabrics for the upholstery and furnishing trades in tapestry, moquette, velour, damask and all other soft furnishing materials and trimmings...1A.

S. Matthews & Sons, Ltd. Period reproduction dining-room and occasional furniture...7F.

T. W. Mealing & Sons, Ltd. Furniture, chairs...3M.

Mellors, Munro & Co., Ltd. Furnishing fabrics, uncut moquettes, velvets, tapestries and all types of soft furnishing fabrics...19F—18G.

E. Melnick Rufus Furniture Co., Ltd. Bookcases, coffee tables, nest of tables, dining sets, secretaires, cocktail bookcases and occasional furniture...11S.

Melsom Bros. London), Ltd. Chairs and upholstery in modern and period designs...39G.

D. Meredew, Ltd. Interchangeable bedroom and dining-room furniture ...11F.

Miles Platting Chair Co., Ltd. Upholstery...53C.

E. Moorhouse (Apex), Ltd. Upholstery, bedsteads, divans and spring-interior mattresses...23G.

M. Morris Cabinet Makers, Ltd. Walnut bedroom furniture; contemporary bedroom furniture...7E—6F.

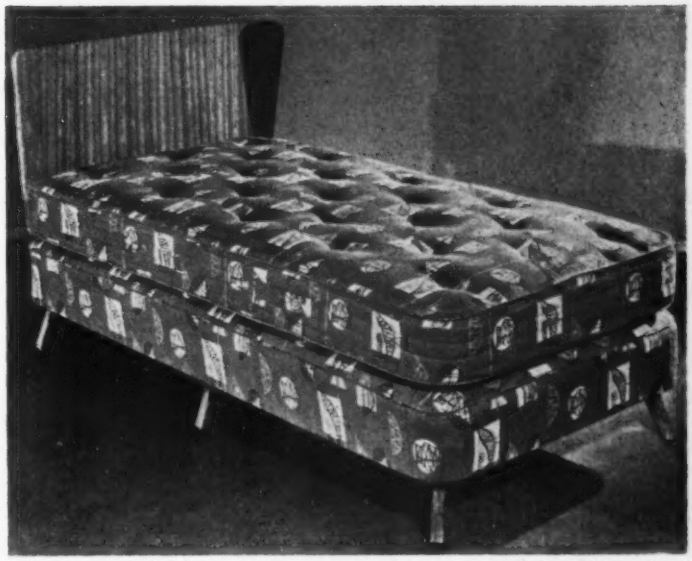
S. Morris & Sons (Leeds), Ltd. Upholstery in the finest uncut moquettes available...6Q—3R.

Morris, Wilkinson & Co. (Nott'm), Ltd. "Loom" and "Crossweave" woven fibre furniture, woven fibre nursery furniture...3N.

Moss Partners (London), Ltd. Dining-room furniture in walnut and oak...2A.

Multi-Spring (Nottingham), Ltd. Three-piece suites, occasional suites, spring-interior mattresses, folding bases and divans...49C.

Multi-Spring, Ltd. Full range of mattresses, divans and upholstery with "multi-spring" system of springing; new "Multi - Foam" mattress, the "Super-Six" with 6 in. latex foam centre and quilted top; "Lamorna" down quilt in five designs with wide of choice of colours...44D, 45C—42C.



This is the "Manhattan" divan set in contemporary style with moulded headboard in natural oak, walnut or mahogany, to be shown by W. Howard Price, Ltd.

N

B. & I. Nathan, Ltd. Dining-room furniture in oak and walnut...24G.

Horatio Myer & Co., Ltd. Bedsteads, divans, bedsprings, spring interiors, all forms of bedding; special feature of "Vogue" divan; large variety of exclusive prints, contemporary damasks and gay coloured stripes...26K.

Neeta, Limited. Latest range of kitchen cabinets, including a new oak veneered cabinet and latest range of tubular steel furniture, with new "Neatfold" folding table and chairs...12A—20C.

New Era Shade Co. Lampshades of all types in a large variety of materials. Selection of table lamps and floor standards in wood, metal and pottery...31Q.

New Oak Furniture, Ltd....24H.

Charles Newth & Sons, Ltd. 1953 range of "Divanette" bed-settee suites and "Rest-U-Wel" upholstery, "Rest-a-Float" rockers, "Rest-U-Wel" divans and bedding ...21F—20G.

Nico Manufacturing Co., Ltd. Furniture locks, stays, catches, ball catches, bolts, hinges, castors, TV castors and pullouts...22K.

Nobility Upholstery, Ltd. Range of high-grade three-piece suites covered in wide range of brocatelles, damasks, moquettes, figured velours ...52H.

N. Norman, Ltd. New range of high-grade walnut bedroom suites in modern and reproduction styles; also carved wine cabinets and occasional lounge furniture in reproduction styles...26L.

O

Oriental Matting Co., Ltd. Floor-coverings; coir and sisal matting... 45J.

Chas. F. Osborn. Dining-room suites, bureaux, coffee tables, stools, tea-trollies and table-trollies in reproduction and modern designs... 5K.

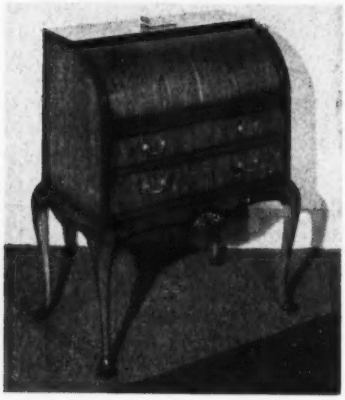
P

Palatial, Ltd. Bedroom furniture in walnut, bird's-eye maple and oak; dining-room furniture in walnut; kidney and other shaped dressing tables with "Klik" secret revolving, silk-upholstered jewel drawers; fitted robes with divided carcasses in walnut and oak; dressing stools and bedside pedestal cupboards to match all suites...27K.

Pargeter & Harvey, Ltd. Divans, bases, spring-interior mattresses, bolsters, pillows, and so on...27Q.

Bernard Parker & Co., Ltd. A full range of "Kompact" kitchen cabinets...6K.

Parslow Furniture, Ltd. Fireside



This is the "Buroio" bureau with the unusual feature of a round fall which rolls back to expose a spacious fitted interior. Two drawers are made to the carcass on a separate plinth, with a centre carving. A connoisseur's piece by H. Feldman & Co., Ltd.

chairs and suites, hammock rocking chairs, wing rocking chairs...22L.

J. Pearson & Co., Ltd. New range of mirrors for contemporary furniture; period mirrors in traditional styles; triple mirrors both modern and period; convex mirrors...30L.

Perry & Sons (Overmantel), Ltd. Mirrors and occasional furniture... 32J.

Petmar Industries, Ltd. Bedding and upholstery fillings; rubber and plastic bonded mattress protector; two carpet underfelts, one non-fluff finish and one plastic bonded; all these are sold under the Good Housekeeping Institute seal; also a rubber backed needle-loom floor-covering which is internally bonded, wide range of colours, mothproof ...15E.

Philday Cabinet Co., Ltd. Reproduction bedroom, dining-room and occasional furniture; Welsh dressers, tea wagons, fitted robes, bookshelves; also contemporary furniture ...39L.

Price Brothers & Co., Ltd. "Relyon" bedding, including spring-interior mattresses, divans, ottomans and pillows...11Q.

W. Howard Price, Ltd. Special feature of the new "Manhattan" divan set in contemporary style with moulded headboard in natural oak, walnut or mahogany; also "Connaught" divan...20Q.

Procanta Manufacturing Co., Ltd. New range of dining and bedroom furniture specially designed for present-day conditions; the "Orchid" dining set in Honduras mahogany has 5-ft. sideboard with slightly bowed front and centre cabinet with two glass sliding doors, beneath which is a drawer for cutlery, table has bowed top and with spare leaf extends to 5 ft.; bookcase and display cabinet to match; "Dahlia" dining set has 4-ft. sideboard for smaller home; "Primrose" bedroom suite has 4-ft. wardrobe, 3-ft. dressing table, 3-ft. tallboy and 2-ft. 6-in. chest, all in Australian walnut...28L.

R

G. T. Rackstraw, Ltd. High-class reproduction furniture, including early English oak, 17th and 18th century walnut and mahogany dining-room and occasional furniture; also range of less expensive oak and mahogany furniture...6A.

A. Reason & Sons, Ltd. The "Ardale" range of contemporary and traditional designs; the "Cheltenham" three-piece suite with Dunlopillo cushioning and Latex hair stuffing in backs and arms, cherrywood frame finished natural polish...11G.

Regalsleep, Ltd. Full range of divan sets and mattresses, including the "Supreme" set and the "Crawford" set...6R.

Regina Fabrics, Ltd. British wool two-pile uncut moquette in plain and multi-colours in a wide range of designs for traditional and contemporary furniture, together with upholstery and furnishing tapestries, damasks, brocades, brocatelles, velvets, figured velours and so on... 7T.

Regina Furniture, Ltd. Period furniture; Welsh dressers, bureaux, bookcases, Windsor wheel-back chairs, dining chairs, tables and so on...15H.

Relax Bedding & Upholstery Co., Ltd. Upholstered three-piece suites, armchairs and fireside chairs; special feature of the "Frinton" suite...51D—50E.

Richardson-Smith & Co., Ltd. Furnishing fabrics; moquettes, velvets, tapestries, damasks, brocatelles, cretonnes, folkweaves, art silk and cotton brocades...9N.

Richardson-Southall, Ltd. Fitted wardrobes...21K.

William Rhodes, Ltd. "Somnus" spring-interior mattresses, divans and pillows; "Rhodosteel" wire mattresses and bedsteads; "Jiffy" patented tufts...23L.

E. J. Riley, Ltd. Formica-top tables with detachable legs, folding-leg tables covered with wool cloth or rexine; "Traybel" set consisting of occasional table holding two folding-leg table trays...23A.

Risboro' Furniture, Ltd. Dining and bedroom furniture in wood, metal and plastics; fireside and upholstered chairs, bed-chairs, stacking and folding chairs...12G.

Guy Rogers, Ltd. Upholstered furniture: three-piece suites, fireside and occasional chairs...14P.

Ronson Furniture, Ltd. Bedroom and dining-room suites made of selected woods and choice veneers ...20R.

Henry Ronson, Ltd. Dining-room furniture...18P.

B. Rose and Co., Ltd. Carpets, rugs, stair carpets, body carpets, linoleums and floor coverings...30K.

D. Ross (Furniture), Ltd. Bedroom suites...16L.

J. Rurka & Son, Ltd....24H.

Gordon Russell, Ltd. New dining-room furniture and some of present production which will continue for another year...9M.

Rye Machinery Sales, Ltd. Pneumatic drum sanders, oscillating belt sander, tenoner...41J.

S

S. & J. Schneer, Ltd. Walnut bedroom suites fitted with laminated blockboard doors veneered both sides; bedsteads...1T.

H. Schubert, Ltd. Veneer and plywood machinery and woodworking machine; new design hydraulic hot-plate veneer and plywood press; compressed air panel shaping and veneering press, vacuum press, guillotines, veneer splicer, glue spreader, drum sander and so on... 43H.

The "Teleseat" is a full sized fireside chair, upholstered uncut moquette, by Western Upholstery, Ltd. Latex foam seat cushion on spider's web tension sprung base. Rubberised hair back cushion. In Abura or selected beech.

A. Scott (Duride), Ltd. New range of "Duride" and moquette suites; "Redirest" bed-settees and fireside chairs...7K.

Segals (Kitchen Cabinets), Ltd. Range of seven kitchen cabinets, every one guaranteed under "Spasave" trademark...17L.

Selwyne Manufacturing Co., Ltd. Wooden kitchen cabinets...12H.

Semnat Glass Works...24H.

George Serlin & Sons, Ltd. Traditional and contemporary occasional furniture; dual-purpose secretaire...23D.

J. Serlin & Sons, Ltd....24H.

L. Serlin & Sons, Ltd. Secretaires and bookcases, display cabinets, occasional furniture, reproduction furniture...25T.

B. Serota, Ltd. Hand carved oak dining sets; card, coffee and nest of tables; commodes and cocktail cabinets in mahogany and walnut...14N.

S. Shear & Sons, Ltd. Bedsteads, including "Drawstead" bedstead with a drawer...14K.

Sheerlyn Productions, Ltd. Occasional furniture; occasional tables, coffee tables, bedside tables, trolleys, bedside cabinets, occasional cabinets, and so on, in modern and reproduction design...16K.

Sheer Rest Bedding, Ltd. Full range of spring interior mattresses and divan sets, covered in cotton or rayon damasks, also in plain colours; inexpensive spring interior mattresses and divan sets...45B—44C—9K.

Sheffield Cabinet Co., Ltd. New range of oak and walnut bedroom suites, new model finished in limed oak and walnut relief, many of the suites have fitted robes with special features...23F.

Shefco Cabinets, Ltd. New range of kitchen cabinets in all-enamel finishes, several entirely new designs; some cabinets in veneered oak...23F.

Shrager Bros., Ltd. A range of three figured walnut bedroom suites ...2S.

Simbros (Furniture Manufacturers), Ltd. Walnut and oak dining-room furniture...36J.

Simco, Ltd. "Beautyrest," "Deep-sleep," "Ace" and "Guildhall" mattresses, divans, upholstered bases, studio couches, unupholstered springs and "Beautysleep" pillows, cot mattresses...19L.

Sklan, Ltd. Queen Anne, modern and contemporary styles of bedroom and dining furniture in walnut, mahogany and fancy woods; 3 ft., 4 ft. and 5 ft. suites, both above and below the D-Line...65E.

Slumberland, Ltd. Full range of mattresses and divans; new "Purple-seal" is lowest price mattress bearing seal label this firm have produced for ten years; double-bed size has 288 high-tensile springs, interlaced coir-fibre padding, thick layers of felted material and an attractive plain covering; also White, Red, Amber and Gold seal mattresses; new "Dreamland" divan set and "Royale" divan set...9L.

J. S. Smith (High Wycombe), Ltd. Full cane Bergere suites in exclusive individual designs (for the first time since 1939—tax-free), sprung platforms, feather seat and back cushions, hand-carved, caned and polished; all Latex foam fireside chairs and easy chairs in wide selection of coverings; medium price range...1M.

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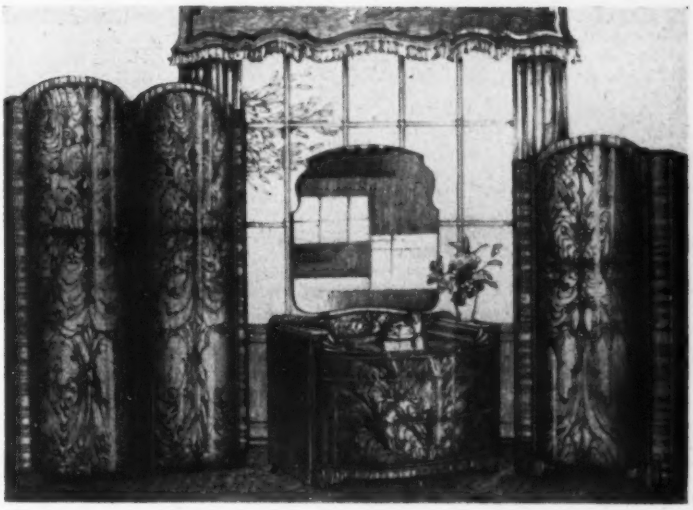
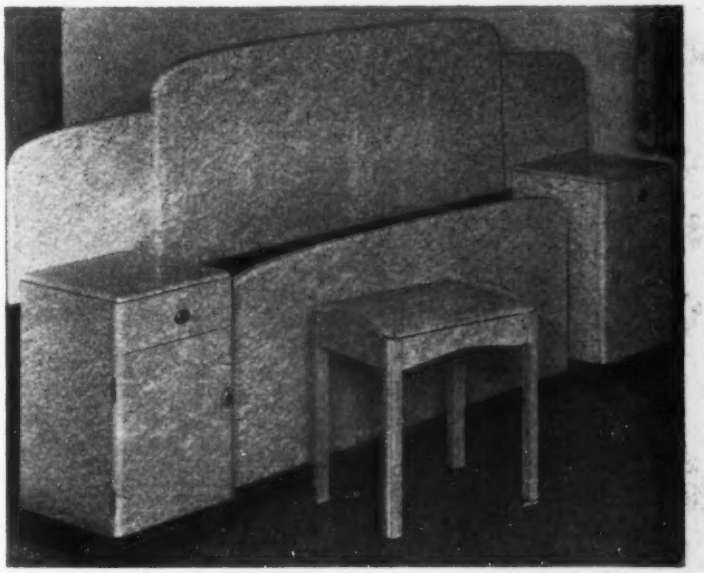


This is the "Welbeck" suite in walnut that will be shown by Bluestone & Elvin, Ltd.



A renewed demand for a bed, with headboard fitted with side cabinets, is fulfilled by this model from a suite by L. Lazarus & Sons, Ltd. It can be obtained in bird's-eye maple or in walnut.

S. E. Smith (Screens), Ltd. High-grade occasional furniture and screens; new "Traytrolley" has tea wagon frame with four detachable plastic trays...1K.

S. Spanglett (Sales), Ltd. Occasional furniture bookcases, china cabinets...2T.

Sparrow Simmons & Sons, Ltd. Kitchen cabinets and fitments, kitchen furniture...49H.

Sperryn's, Ltd. Commercial photographs, show cards, photographic booklets, illustrated catalogues, and so on; coloured photographs and mass-produced photo postcards...27U.

Stag Cabinet Co., Ltd. Bedroom suites, the "Ilkley" and "Gosport" in new 4 ft. range include two new dressing tables and new double-door wardrobe with more shelf and hanging space; 4 ft. wardrobe; "Cumberland" suite in contemporary style at competitive price...71G—70H—33K.

Standard Upholstery Co., Ltd. "Foameeze" range of all Dunlopillo upholstery, also new designs based on the "Woodbourne" easy...16R.

Staples & Co., Ltd. Bedsteads, divans and mattresses including new designs and coverings for upholstered divans and mattresses...6T.

W. Steel & Co., Ltd. Metal sleep equipment, spring mattresses, folding beds, tubular products, cabinet beds, two-tier bunks...19T.

Steel Bros. (Cabinet Manufacturers), Ltd. Comprehensive range of reproduction and contemporary bedroom suites and bedroom furniture ...15N.

Steinberg Bros., Ltd. Occasional furniture and bedsteads...20F.

M. Stephany, Ltd. New range of three-piece upholstered suites, fully sprung all over, loose cushions, rouched borders, in variety of English moquette; very deep all-rubber suites, introducing new "Regalfoam" Latex rubber for backs, arms and cushions, in highest grade English all-wool covers speciality in showwood rounded arms, 10-pillow suites, and semi-Bergere hand-caned armed suites; special all-rubber and tension-sprung firesides...6R.

Stephany (Furniture Trades), Ltd....6R.

Sterling Furniture, Ltd. Dining-room furniture, sideboards, tables, chairs...23P.

Stern & Caras, Ltd. Everything in tablecraft...2Q—1R.

Stonehill Furniture, Ltd. New "Clifton" bureaumatic registered dining set in oak and walnut, also six new designs in oak and walnut, including an entirely new "Ascot" cocktail dining set, supplied with draw-leaf, boardroom or gateleg tables; panel or upholstered back chairs... 23E.

Strumanger & Stone. Occasional furniture...24H.

Summerlands Furniture Productions. Bedsteads, dining tables, dining sets, occasional furniture, hotel and café furniture...1G.

J. Summers & Sons (Furniture), Ltd. Dining-room suites and sideboards...17G—14H.

This new "Sirrom" model with carriage-type outside springs and classic body line, although luxurious in appearance, is suited to normal house space. (Morris Wilkinson & Co., Ltd.)

Tubular two-tier bunk by W. Steel & Co., Ltd.

Supercraft...24H.

Supersuites, Ltd. Bedroom suites, bedsteads, dressing tables, gents' robes...5Q.

Supolstery, Ltd. Upholstered three-piece suites and fireside chairs in leathercloth, uncut moquette and tapestry...33L.

Sydenham Cabinet Co., Ltd. Upholstered three-piece suites and fireside chairs...14Q—11R.

Sundstrand Sanders, Ltd. Range of sanding machines including the "Sundstrand" twin-pad and "Wunpad" single-pad machines; ranges of "Nargren" airline equipment...22J.

T

R. W. Toothill, Ltd. The "Toothill" chair in several models; fireside chairs; tubular steel nesting furniture ...14L.

Daniel Toper & Sons, Ltd. Upholstery in all price ranges in wool moquettes, velvets and leathercloth... 11M.

W. G. Turnidge, Ltd. Occasional furniture including bookcases, china cabinets, bureaux, cocktail cabinets ...12Q—9R.

U

Union Glue & Gelatine Co., Ltd. Synthetic Resin Cement G.22, a new urea formaldehyde synthetic resin for all purposes; G.22 can be used hot or cold, mixed or separate application. Setting temperature can be adjusted to suit all types of presses and timber; full range of abrasives available as belts, sheets, rolls or discs; cake, pellet, ground and jelly animal glues, casein and synthetic resins...26P.

V

Validity Furniture, Ltd. Oak secretaires; new models of oak and walnut dining sets with and without cocktail fitments; alternative draw-leaf, gate-leg, and fixed-top dining

V—*continued*

tables, sideboards have concealed wine cupboard, chair seats sprung and covered in "Florestin."...43G.

Vernons Industries, Ltd....60D—19K.

Vi-Spring Products, Ltd. "Vi-Spring" and "Vito" spring interior mattresses, mattress supports and divans...18T.

Vono, Ltd. Bedding, bedsprings, divans, bedstead castors, upholstery, occasional and kitchen furniture, bedstead fittings; fillings for the bedding and upholstery trades...8T.

W

Wade Spring & Upholstery Co., Ltd. Springs, upholstery...59E—56F.

Walnut Cabinet Works, Ltd. Bedroom furniture in an array of decorative veneers...4A.

D. F. Webber & Harrison, Ltd. Suites and separate pieces from the "Croydon" range of oak reproduction furniture; all hand-carved and finished by hand-waxing...21D.

F. D. Welters, Ltd. Dining-room sets, hall furniture, trolleys, three-piece suites, easy, occasional, wing and fireside chairs designed on traditional and modern lines mainly in oak; ship, hotel and café tables and chairs on restrained modern lines specially constructed for hard usage...10N—11P.

Wessex Weavers...34T.

Western Upholstery, Ltd. "Teleseat" Mk. Five; large-sized fireside chair upholstered in uncut moquette and incorporating the web pattern tension sprung seat and back, supporting a Latex foam-filled seat cushion and rubberised hair back cushion; full range of "Teleseat" chairs...32L—34L.

Henry Wilkin, Ltd. Highly-figured walnut bedroom suites...1L.

Neville Wilkinson, Ltd. Comprehensive range of kitchen tables including the "Patable."...6K.

F. Wilson & Co. (Arts), Ltd. Framed pictures, convex and plate mirrors, fire-screens and fire-screen tables...10K.

Wilton Furniture Works. Oak and walnut single and double-door bedroom suites, robes...15A.

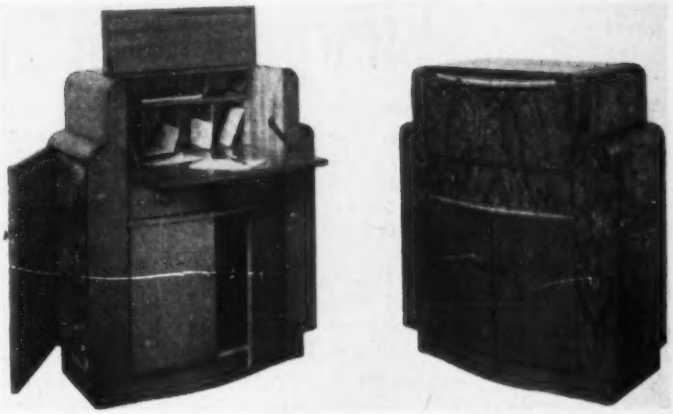
Winter & Bloom, Ltd. Upholstery, suites, rockers and firesides...19Q.

Wintrop Bros., Ltd....26E.

L. Wolberg, Ltd. New "Coronation" range of oak dining sets, hallrobes, secretaries, bookcases, and so on...21G—20H.

Wood Bros. (Furniture), Ltd. Reproduction oak bedroom suites, dining sets and general occasional furniture...18L.

Stanley Wood (Reproductions), Ltd. Reproduction furniture...24R.



The "Talent" bureau, of which the writing bureau is shown open. Side cupboards provide storage for bottles and glassware. (F. H. Marshall & Co., Ltd.).

Lewis Woolf & Sons. Hide three-piece suites in colours brown, beige, green, red and blue...37L.

G. S. Worker, Ltd. Wood beds, fitted robes, pedestal cupboards...17A.

F. Wrighton & Sons, Ltd. Modern and reproduction bedroom suites in oak and walnut, bookcases...57G—58H.

Wylie & Lochhead, Ltd. 5 ft. walnut bedroom suite, specially designed for exhibition; walnut dining set...23Q.

Z

I. Ziff & Sons. Upholstery...11T.

H.R.H.

Princess Margaret will visit the Earls Court Furniture Exhibition at 11 a.m. on the second Wednesday, February 25.

The "Birmingham" fireside chair, upholstered all latex foam, by J. S. Smith (High Wycombe), Ltd.

W. Lusty & Sons, Ltd. will be showing this new Lloyd Loom chair which is single sprung (auto construction).

Viewpoint

WE shall soon know the real state of the furnishing trade.

Next week, retailers from all over the country will be coming to London to see the new designs that some 300 manufacturers have produced since the end of Utility and the beginning of "D." And Earls Court this year will, more than ever before, be a barometer of trade and public demand.

★★ We believe the prospects are bright. Both trade and public attendances at the recent Manchester Exhibition were more than double those of last year's show at Blackpool.

Of course, the holding of the Northern Exhibition a month earlier than Earls Court may have had some effect on trade attendance, but we are not among those who believe that this will have any substantial effect on buying at the London show.

On the contrary, we are inclined to take the Manchester attendance as significant of a renewed interest and a return to more steady and more normal trading.

★★ One rather interesting report from Manchester said that, whereas last year large orders were placed by a comparatively small number of big buyers, this year smaller and more selective orders were placed by a very much larger number of firms.

This is a healthy sign and one that we hope will be repeated at Earls Court. For it shows a better "spread-over" in demand and suggests that both large and smaller buyers are again "in the market."

★★ And what shall we see at the exhibition? What will be the reception of the new "D" furniture?

From an inspection of some of the new designs, which will be secret until Tuesday, we can see that certain firms have definitely taken advantage of the release from Utility control. They have allowed their designers and draughtsmen full rein in the creation of designs which should afford considerable relief from the rather stereotyped styles of recent years.

Whether that applies to all, or to the majority, of the exhibits that will be seen we do not know. But at least this should be the most interesting exhibition since before the war.

And if our estimation of the situation is in any way accurate, sufficient business should be placed to keep the factories busy for some months ahead and provide retailers with attractive new stock that will be readily taken up by the public.

Kite-Mark Does Carry Penalty

IN the House of Commons last week Mr. Shepherd asked the President of the Board of Trade what steps will be taken to check the validity of the use of the British Standards Institution mark on furniture; and how far improper use carries any penalty.

Mr. P. Thorneycroft: The Kite-mark was registered as a certification trade mark under the Trade Marks Act, 1938, by the British Standards Institution; and they employ inspectors to watch its use. Misapplication of the mark can be the subject either of a civil suit for infringement of trade mark, or of a prosecution under the Merchandise Marks Acts.

Mr. Shepherd: Is it not quite untrue to say that the use of this mark bears no penalty and that traders can ignore it without any trouble?

Mr. Thorneycroft: Certainly; it would be quite untrue to say that.

Coronation Brochure for N.West F.T.B.A.

LIVERPOOL, Manchester and Preston branches of the F.T.B.A. have jointly agreed to commemorate the Coronation and the Jubilee of the F.T.B.A. with a souvenir brochure.

It will contain photographs of the Queen, the Royal Family and the Crown Jewels, and there will be three of four pages allotted to the F.T.B.A.

The actual cost of the brochure, on a minimum guaranteed circulation of 5,000, will be in the region of 5s. per copy.

"It is proposed to mail a copy free of charge to each retail house furnisher on our mailing list," said Mr. J. Caldwell Jones, secretary of the Liverpool branch. "This has recently been checked and numbers 3,750 active house furnishing establishments."

The cost of the publication will need to be covered by its advertisements. It is pointed out that the advertisements will be particularly valuable to manufacturers seeking to sell to retail house furnishers. It is proposed that the profits be shared by the three branches pro rata to the work done.

The Liverpool and Manchester representatives on the joint committee are: Liverpool: Messrs. W. M. Black, Rick Jones, W. R. McNab, G. Joseph and J. Caldwell Jones; Manchester: Messrs. J. A. Enser, D. S. Provan and D. Moorhouse.

Cardiff Sends £400 To F.T.B.A. H.Q.

CARDIFF and South Wales Area F.T.B.A. are to forward £400 to head office. This is chiefly made up of subscriptions (just over £100 collected between January 9 and February 6) and amounts realised by the Christmas draw and the branch's annual dinner.

A dance is to be arranged at which the Area's Derby draw will be made. At a branch meeting last week the Area president, Mr. George Williams (Christie-Tyler, Ltd.), indicated that he would donate the first prize—£50.

Arrangements were being made for the usual golf meeting to take place on May 27, but it will now be held on June 10 instead.

TO HELP YOU AT THE EXHIBITION

"Furnishing World" has a stand at Earls Court. It is No. 33 in Aisle D, and is adjacent to the Buyers' Lounge in the centre of the ground floor. Here every assistance will be given to our readers—in tracing particular exhibitors, in advising on sources of supply, and in any other way. You are invited to make full use of our services.

personally speaking...

NEWS OF MEN YOU KNOW

AFTER nearly 24 years' trading on his own account, **Harry Wellspring,** the furnisher of Pyle Street, Newport, Isle of Wight, is going with his daughters to live in Australia. As he is not retiring he would be glad if his friends could give him any connections which might be helpful when he arrives sometime in May. Mr. Wellspring is well known in the Isle of Wight as for some years he has taken the lead in most of the Gilbert and Sullivan operas and most of the light operas, such as Desert Song, Rose Marie, Maid of the Mountains and so on. He has also done concert platform work throughout the island.

☆ ☆

I HEAR that **B. Hawley** has been co-opted to the board of Lebetkin Products, Ltd.

☆ ☆

FROM February 1, **D. K. Jones** will be departmental manager of kitchen furniture at James Beattie, Ltd., Wolverhampton.

☆ ☆

MY roving reporter informs me that **B. Dreesman** is the new managing director of Morley's Stores, Ltd., Brixton, S.W.9, following the retirement of **J. A. Mes** on January 31. At the same store, **A. Sullivan** has been appointed under-buyer of kitchen furniture and furnishing ironmongery.

☆ ☆

BECAUSE of reorganisation there have been changes in the sales staff of D. M. Davies of Slough: **Norman Greville Smith,** who has previously been covering the counties of Kent, Surrey and part of Sussex, is now calling upon customers in South London as well as Kent; **William Lent,** the Home Counties representative, now has additional territory, and will be calling in the county of Surrey; **A. E. Munn,** the company's South Coast man, has extended his territory to cover the whole of Sussex; **E. Harvey,** of "Sylward," 449 Wilbraham Road, Chorlton-cum-Hardy, Manchester, 21 (Telephone: Chorlton 6510), the Lancashire representative, has also undertaken additional territory by working the North Wales Coast and the Potteries, as well as his normal Lancashire ground; **A. Orme,** Midlands representative will also cover parts of Staffordshire and Shropshire.

☆ ☆

AT a dance held last Saturday, at Imperial Ballrooms, Bow, the staff of A. Waring, Ltd., the Bethnal Green furniture manufacturers, and friends spent an enjoyable evening. During the evening **F. A. White** kindly donated a watch which was raffled and the proceeds were sent to the Lord Mayor's Flood and Tempest Distress Fund. A sum was also raised for the F.T.B.A. The directors of the firm are **A. Waring, M. Waring** and **W. Rimer.**

☆ ☆

LAST Friday **Ivon M. Mills,** sales manager of Brentons, Ltd., the Kidderminster carpet firm, left London airport for New York on a fortnight's sales visit to the U.S.

☆ ☆

NEW president of the Chester Chamber of Trade is **Basil N. Jones,** joint managing director of Richard Jones & Co., Ltd., furnishers, of Chester. At the annual meeting he appealed to members of the Chamber to support the organisation in its efforts to protect the interests of the city's traders.

☆ ☆

CONGRATULATIONS to **David Hirst,** only son of **C. R. Hirst,** general manager of Lewis's Store at Birmingham, and formerly general manager of Lewis's (Leeds), Ltd., and the late Mrs. Hirst, who has become engaged to Miss Audrey Letitia Harker, of Horsforth, Leeds.

☆ ☆

FROM the John Lewis Partnership comes news that **J. H. Davies** has been appointed manager of the furniture, carpets and bedding departments of Blinkhorn.

☆ ☆

A 43-YEAR-OLD link with the Sunderland furnishing firm of A. Share & Sons has been broken with the retirement at 57 of **Lionel Share,** one of the directors, who has recently left Sunderland to live in Bournemouth. Mr. Share joined the firm when he was 14 shortly before the business was transferred from Tatham Street, Sunderland, to its present address. Married in 1928, Mr. and Mrs. Share will celebrate their silver wedding on Coronation Day.

Nomad

A Smile with Betts

"But, George, I distinctly ordered BED-ends!"

Four Marketing Schemes to Build-up Furnishing Sales

RETAIL SELLING PLANS

Lively Trade Mark is Valuable Publicity

THE appearance of a lively trade-mark in advertising and sales promotion schemes can do much to imprint a firm's name on the minds of the purchasing public and many nationally-known products owe their success to this form of publicity.

To people living in the vicinity of the furnishing stores controlled by Boltons (Peckham), Ltd., 58-60 High Street, Peckham, S.E.15, a bright-eyed character called Billy Boltons has certainly achieved no small measure of fame, as well as fortune, for the company he represents.

Billy's entry into the furnishing trade originated from an idea conceived by Mr. A. Barker, manager of the firm's Slough branch, and without delay arrangements were made with a well-known artist to make the public see "eye-to-eye" with the company's furnishing announcements—in the showrooms, in local newspapers and on cinema screens.

In the showrooms, Billy appears on the numerous showcards which adorn their displays of furniture and is also to be seen portrayed on the walls of the premises.

His regular appearance in press announcements not only ensures that little extra "punch" and lively character which lift the copy out of the usual run of advertisements, but helps to associate the printed word with the displays which shoppers see when passing the showrooms. Typical of the introductions given in their newspaper publicity is the following example: "A tip from Billy—see the new range of oak and walnut dining suites now on display. There is just that little extra touch of style and quality in furniture by Boltons."

On the screen, however, Billy really excels himself. Like all good film actors, he has mastered the art of making his eyes "speak for themselves," and audiences at the Granada, Slough, and the Empire, Windsor, are highly amused at the way in which he can roll his big pupils to command attention.

Speaking to a *Furnishing World* feature writer, Mr. J. Jacobs, managing director, said: "The popularity of Billy Boltons has indeed proved an outstanding success in directing new customers to our showrooms in ever-increasing numbers. Naturally, he is quickly spotted by children who refer to him as 'The man with the funny face and great big eyes,' and that is just what we want them to do—the more comment he arouses, the better the publicity we enjoy. There never was a better Billy for building business!"

Boltons trade mark which has brought fame to the store appears on all their advertising.

Week-end Bargains Replace Sales

A PROBLEM is frequently posed when a furnishing house lacks sufficient lines to sustain a sale of any duration while at the same time the buying public is suffering from "January sales fever."

This was the position which confronted Hooper and Dark, Ltd., of Bath, one of the West Country's largest furnishing firms.

Mr. Victor E. Dark, the managing director, turned the situation to good account by organising "week-end bargains." Suitable stock, capable of standing price reductions, was selected and an order of sale drawn up. Advertisements were then inserted in Bath and Bristol papers in the form of a personal message from Mr. Dark, which stated that: "After careful consideration we have decided not to hold a sale this January as we have no old stock and we do not make a habit of buying in low grade goods as special sale lines."

But it was pointed out that a few suites and oddments would be substantially reduced and would be offered at week-ends during January.

Potential customers were informed that the bargains would be on display in one of the main windows on Fridays and Saturdays only.

Mr. Dark told *Furnishing World* that besides disposing of the bargain stock, the idea had the added attraction that it brought shoppers to look in the windows who normally did not pass that way.

Many of those who arrived too late to purchase a particular bargain stayed to inspect the vast array of fabrics, suites, and other stock, frequently making purchases.

Thrift Club for Store

AN interesting development is announced by the Plymouth department store of Costers Limited.

They notify the inauguration of a Thrift Club, with a special office in Russell Street and a clerk in charge.

Interest on small savings is offered at the rate of five per cent, with a ten per cent discount bonus when members purchase goods.

A leaflet explaining exactly how the club is being run has been issued and people are invited to start enrolling their friends at once and so "earn for yourselves while saving for others."

Costers have adopted the slogan of "The Store where it's Smart to be Thrifty."

Colour Vocabulary

UNLESS you know the language of colour it is difficult to understand and help customers who seek advice. Here is a list of colour terms used by the experts. Study them carefully . . . then paste this little glossary in the front of your decorating scrapbook.

Hue: A pure colour without black or white added.

Tint: A hue with white added.

Shade: A hue with black added.

Tone: A hue with black and white added.

Value: Lightness or darkness.

Intensity: Brightness or dullness.

Colour: A general term applied to the entire family of hues, tints, shades and tones.

Modern Ideas For Lighting In Advertising and In Display

New Contemporary Showroom at G.E.C.

THE design of a suitable setting for the display of lighting fittings demands special care in the choice of colours and surface textures which must, if possible, soften the concentration of so much light. The new lighting showroom in the Cardiff branch of the General Electric Co., Ltd., shows how this can be done successfully and, at the same time, incorporate contemporary furnishings.

Two problems presented themselves to the G.E.C. design section who undertook the scheme. Firstly, the room was a basement and therefore restricted in outlook, and secondly, the shape of the room was what might be described as a "sliced square." In order to extend the field of vision beyond the limits of four walls an enlarged photograph was mounted in a frame on the oblique-angled wall to give the illusion of an attractive view through a large window.

The customer's attention is engaged, first of all, at the entrance of the showroom by a slatted beech window-box suspended between pillar and wall. Two steps have been introduced to provide added interest by a change of floor levels: the lower floor is carpeted in Forest Green while the upper level is composed of natural polished wood flooring.

The use of natural surfaces is carried further in the treatment of the walls. Next to the plain white-washed brick wall through which one enters is a wall lined with strips of natural polished wood. The two remaining walls are covered with grass-weave wallpaper, and an oval-pattern paper, which has been hung with the lines of the paper horizontal to add width to the narrow strip of wall.

The ceiling is painted a pale French grey and curtains provide an extra, varied splash of colour. Wicker chairs, dove-grey and citron upholstered furniture offer comfort to prospective customers.

The new G.E.C. showroom for contemporary fittings at Cardiff solves the problem of showing numerous lights in a confined space without glare.

Any advertising message can be shown on the revolving shade of the "Lanturn."

Mobile Advertising Lamp

MOST retail furnishers make use of lampshades in window and interior displays and this fact alone makes the appearance of a new mobile advertising novelty, called the "Lanturn," of special interest to the trade.

This latest advertising device has a running cost equivalent to the electricity consumed by an ordinary light bulb. It is in the form of a cylindrical screen (resembling the standard lampshade) which can be suitably inscribed to carry an illuminated sales message, and is rotated by a vane operated by the heat from the electric bulb. A 40-watt. bulb will drive a "Lanturn" at four to six revolutions per minute, while a stronger light will increase the speed.

If it is desired to stop rotation whilst still using the lamp, a small piece of paper inserted in the cap at the top of the vane will prevent the shade from turning.

Each "Lanturn" is supplied in a separate box consisting of two units, one being the base with lamp-holder and wiring, shade support fitted with "self-lubricating" and finely-pointed "pin." The second unit is the actual rotating lampshade which comprises a vane, ring and screen.

Standard model costs 35s., but a special reduction is made on quantity orders. Extra shades can be supplied and these are available in several designs.

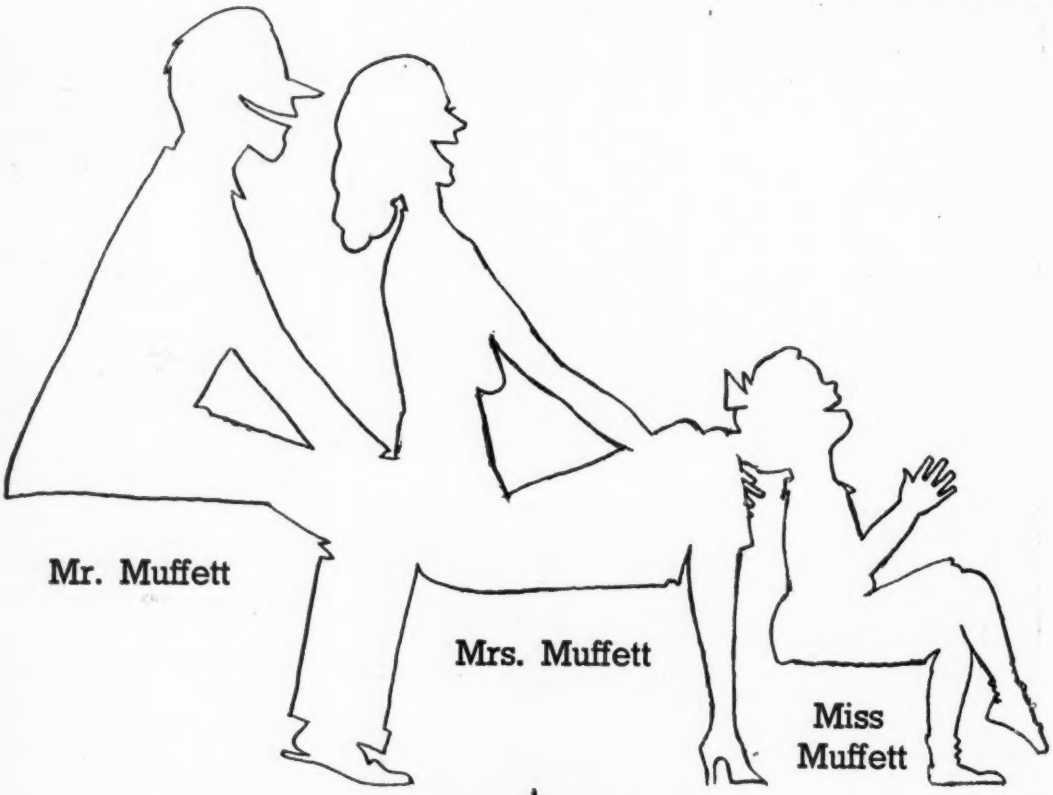
Manufacturers are "Lanturns," 70 Ormonde Court, Upper Richmond Road, Putney, S.W.15.

It's a sitter for them . . .

it's a winner for you . . . *retailing at 6 gns. per set*

on GREAVES & THOMAS Stand

on W. HOWARD PRICE Stand



W. HOWARD PRICE LTD
20 Q FIRST FLOOR
BRITISH FURNITURE

GREAVES & THOMAS LTD
45 F GROUND FLOOR
EXHIBITION - EARLS COURT

"Different" Publicity Brings Business

"Breaking the Pound Barrier" Sale Stimulates Interest

ANOTHER story of an original sale comes to us from George Tyce, furnishers, of Norwich. Mr. C. R. Temple, their manager, writes in to say that he had a record week for cash and orders in their hundred and thirty-year-old establishment because of their "Breaking the 'Pound' Barrier" sale.

Business was rather bad, so they decided that it was necessary to "create" trade. The obvious answer, he believed, was to have a sale, but what could they call it—"Winter," "Early Winter" and "Birthday" had been used so many times. At last they thought of the sound barrier, and by substituting "pound" for "sound" they produced a slogan which was both topical and financially apt.

To initiate the scheme Mr. Temple made a few sketches of modern planes and drew the results in with waterproof Indian ink. These were used for blocks for their local newspaper advertisements and special window posters.

Model planes of the jet type were obtained from a nearby toy shop and the furnisher's name was painted on the wings. These were given away free to each purchaser as a "souvenir" for their children. Other much larger models of jet planes were obtained from a near-by model kit store and these were hung up in Tyce's windows while the small souvenirs were displayed on the various furniture in the showrooms. Cut out silhouettes of planes were pasted on the firm's windows in addition to the posters.

At the local cinema the following week the film called "The Sound Barrier" was being shown, so there was a natural link-up. The cinema displayed the furnisher's showcards and Tyce's has posters of the film in their showrooms.

The time and thought that went into the organising of this sale was, Mr. Temple says, repaid a thousand fold—business became so brisk that they had to send out an S.O.S. for more bedroom and three-piece suites, and they sold more carpets in a fortnight than are normally sold in a year.

There were a few excellent bargains in the window and the rest of the stock had a nominal 1s. 6d. in the pound discount for cash. Business was so good that they did not want to end the sale and it was, in fact, extended for another week.

This was one of the advertisements used by George Tyce to introduce his sale. Others followed giving further details.

Three Personal Announcements

AN unusual style of Press advertising put out by Maws Stores, furnishers, of Pickering, New Malton and Thirsk recently, took the form of the following simple statement by the principal, Mr. J. D. Maw, set out in small type in the centre of a large space, thus commanding marked attention:—

> If all our customers were laid end to end they would stretch from here to a very long way away—that's statistics.
> If all their purchases were added together they would make a very large amount—that's finance.
> If you can get away from such things for a moment or two, I want to say to all of them: "Thank you very much!"—that's appreciation.

Another "different" announcement, made by Hunter & Smallpage, Ltd., of York, had a sketch of a trumpet at the top from which the words "And this is Hunter & Smallpage blowing it!" were coming out.

This opening was followed by:—

> "They make a song and dance about our Furnishing in elegant Ballrooms, enjoy the luxury of our Upholstery in celebrated Clubs, dine at our Tables, wine at our Bars, and sleep soundly on good Bedding in leading Hotels wherever our reputation takes us. It is not without pride that we have this year executed Furnishing Contracts at ....."

Then followed a list of clubs, hotels, restaurants and hospitals furnished by the firm recently.

Of the many seasonal advertisements which have appeared, one by Shore's Warehouse, Bottom Market Place, Keighley, announced rather pointedly:—

> "Well Goosed! That's what we hope you all feel like—for you will have enjoyed Xmas . . . and we trust you will have a real Happy New Carpet Year."

DULON

Regd.

The
last word in P.V.C.
upholstery material

A
DUNLOP-CONNOLLY
PRODUCT

of incomparable quality

•

Stand No. 23

AISLE T • FIRST FLOOR

BRITISH FURNITURE EXHIBITION

CONNOLLY BROS. (CURRIERS) LTD
CHALTON STREET, EUSTON ROAD, LONDON, N.W.1

Six Flood Stories From The Industry

Furniture Factory Inundated

THE directors of I. Griew & Co., Ltd., announced last week that the premises of their subsidiary company, Davey & Armitage, Ltd., at Wallasea Island, Essex, have been inundated in the recent flooding in that area. At the time of the announcement the premises were still under water, and it was feared that the company had suffered serious losses, which it was impossible to estimate until the waters subsided.

The insurance policies held by the company do not cover losses incurred by this disaster, the announcement added.

The directors will issue a further statement when the position has been clarified.

Furnisher Was "Missing" 36 Hours

A RETAILER who had a very unpleasant experience is Mr. E. H. B. Neale, a director of Neale Bros. (Lincoln), Ltd., and area president of the Lincolnshire F.T.B.A.

He was alone in his house at Sandilands, Sutton-on-Sea, on the Saturday evening, when the electricity failed at about 7 p.m. This was the first warning that anything was amiss. and within a few minutes he found the sea coming into his home. He spent 24 hours alone upstairs whilst awaiting rescue.

An R.A.F. lorry collected him together with about 20 others on Sunday evening—the tide was rising again and the engine of the lorry failed after going about 100 yards.

All the party had to wade waist high in the darkness to another house —they were all brought to safety on Monday morning.

His wife and daughter were in Lincoln visiting relations on the Saturday afternoon and were unable to reach home in the evening. Needless to say they were relieved to see him safe and well as he had been listed among the missing.

Cancelled Contract: Sent Furniture to Flood Areas

ANSWERING questions relating to the adaptation of two houses recently purchased by the Oldham Welfare Services Department, Alderman G. A. Taylor told members of Oldham Town Council last week that although it had been hoped to complete the furnishing of the two houses by an early date his committee had learned the previous day that the directors of the local firm which was to do the furnishing had decided to cease negotiations because of a decision to send all their bedroom furniture to the flooded areas on the East coast, and so help people in distress.

Bedding for Homeless

GEORGE HOPKINSON, LTD., Talbot Street, Nottingham, the furniture group of Great Universal Stores, Ltd, last week offered the Red Cross 1,000 bedsteads and mattresses for the relief of distress among flood victims. Other firms who offered gifts were Mark Oldroyd, Ltd., Dewsbury (500 blankets), and Harry Senion, Ltd. (six interior spring mattresses).

Warehouse as Collection Centre for Bedding

TO help in the East Coast relief, Youngman's, furnishers, of Pontypridd (Glam.) announced last week that they had placed their warehouse at the disposal of the W.V.S. to be used as a collecting centre for the town.

Bedding donated, which might need slight repairs, would be attended to before being dispatched to the relief area. They would donate a shilling in the £ on all purchases from February 6 to the end of the month.

Van-Load of Bedding Sent

THE day after the appeal was launched for bedding for the East Coast flood victims, Fogarty's, of Boston, delivered a vanload of mattresses, pillows and bolsters to the Red Cross depot at Louth. The firm's own premises at Boston escaped damage.

A new branch has been opened for the sale of soft furnishings at 458, Bromley Road, Downham, Kent, by Peter Pan, mutliple drapers.

WOOLWORTHS BUY VICTORIA STORE

PART of the site in Wilton Road, Victoria, occupied by Parnells, the departmental store which specialises in drapery, furnishing fabrics and floorcoverings, is to be taken over by Woolworths who intend to open a store there.

This was exclusively forecast in "Furnishing World" on December 12.

Fibre Processors: Question in House

THE President of the Board of Trade was asked by Mr. Anthony Greenwood in the House of Commons last Thursday whether he would refer the activities of the National Association of Fibre Processors to the Monopolies Commission for investigation.

Mr. Thorneycroft replied that he could only consider making such a reference if he had evidence that conditions to which the Monopolies Act applied prevailed in this trade.

Mr. Greenwood: "If evidence is submitted to the right hon. Gentleman will he consider including the activities of this body in the scope of the inquiry."

Mr. Thorneycroft: "I should certainly be glad to consider any evidence put in front of me."

Furnishing World understands that the National Association of Fibre Processors will shortly issue a statement upon Mr. Greenwood's question.

No Truth in Inference

Mr. Leslie Benest, managing director of Rapido Curled Hair and Padding Manufacturers Ltd., told *Furnishing World* yesterday that the National Association of Fibre Processors proposed to deal with the matter; there was no truth in the inference that the activities of the Association should be brought before the Monopolies Commission.

Louis Hyman Left £67,000

THE sum of £66,960 (net personality £65,327; duty paid £29,593) was left by Mr. Louis Hyman, founder and managing director of The Sheffield Cabinet Co., Ltd., Sheffield and Wembley.

The late Mr. Hyman went to Sheffield from Poland more than 50 years ago, when 15 years of age.

And now—a SIZE-RANGE in each design!

Indian Carpets

Here is the answer to that well-known request, "But I wanted *this* design in *that* size." We are unique in being able to offer a range of **all sizes and colours** for each design in special quality Indian Carpets. You are invited to view this and our many other lines at our showrooms where they are displayed.

Quetta
Carpets
Ltd.

Other stock offers are:

BELOUCH AND AFGHAN RUGS
BEAUTIFUL PERSIAN REPRODUCTIONS
HAIRCORD AND HAIRVELVET
CARPETS AND RUGS
AXMINSTER SQUARES AND BODY
CARPET

ARMOUR HOUSE, ST. MARTINS-LE-GRAND, LONDON, E.C.1 (Opp. G.P.O.)

Telephones: **Monarch 7501-7502** Telegrams: **Quetrug, Cent, London**

Grahams Fined in H.P. Case

"No Offence To-day"

THE Sheffield furnishing firm, J. Graham (Furnishers), Ltd., of Orchard Chambers, Church Street, pleaded guilty at Chesterfield on Monday to six summonses relating to overcharging on hire purchase agreements, and were fined £60 with £11 10s. costs.

Mr. E. Barrow (prosecuting) said that they were "sample summonses" of 40 or 50 such transactions.

The shop concerned was the firm's branch in Burlington Street, Chesterfield.

A Board of Trade inspector found that instead of a 12½ per cent deposit being taken from customers, only between 5 and 10 per cent had been made as the down payment in each case.

In each case there was a substantial overcharge and, since the firm had not charged the correct down payment, they were not entitled to the 20 per cent service charge they had been taking.

Mr. E. M. Mather (defending) said that the firm had a 60 years' unblemished record.

Pointing out that the regulation governing the offences had been withdrawn, he said: "If my clients had done to-day what they did six months ago there would have been no offence."

When the firm found the agreements were being questioned it immediately refunded the 20 per cent service charge.

New Director For Timber Firm

IT was announced this week that Mr. Harry Weisbaum, of Weisbaum Bros., Ltd., has become an active director of the Copthall Timber Co., Ltd., of 1-4 Copthall Chambers, Copthall Court, E.C.2. His elder son, Norman, is already a director.

Mr. Harry Weisbaum has been engaged in the hardwood trade since 1928, and is a familiar figure to most timber buyers in the London furniture industry.

As a result of his frequent visits to the continent, he is widely known among continental shippers, as well as to many producers of English hardwoods.

For Mr. Weisbaum, the younger, the month of January, 1953, was doubly significant, for at the same time as he entered the company he also got married.

First Furniture Standards Issued

Full Details of Performance Tests

THE first British Standard for Kite-marked furniture was published yesterday (Wednesday). It is B.S. 1960 and is in two parts. The first part deals with dining-type chairs and the second covers cabinet goods for storage purposes. Both parts give full, illustrated details of performance tests.

The first part of the standard specifies requirements for wooden dining-type chairs for adult domestic use, entirely or mainly non-upholstered. Section One deals with general requirements and specifies the quality of materials and workmanship. Section Two specifies performance tests for the chairs and the standard which they shall attain, as shown by the results of these tests, in order to qualify for the application of the certification mark.

Section One gives definitions of terms, details of marking and requirements for timber, plywood and other materials, specifies the adhesives and gives general rules for construction and finish.

Section Two, dealing with performance tests, tells how samples will be selected for test, gives information about moisture content during tests and lays down the test procedure in detail. An appendix which is illustrated with diagrams and photographs, gives very full instructions for setting up the testing apparatus and conducting the tests.

The tests described are: diagonal loading tests, backwards and forwards; diagonal loading tests, sideways; impact test and bending test.

Part Two of the Standard specifies requirements for the articles of domestic wooden furniture covered by the definition of cabinet goods which includes all items of furniture intended primarily for storage purposes, such as wardrobes, dressing tables, tallboys, bureaux, bookcases, sideboards, dressers, china cabinets, kitchen cabinets, bedside cabinets, and so on.

The first section deals with general requirements and specifies the quality of materials and workmanship.

The second section specifies performance tests and the standards which cabinet goods shall attain in order to qualify for the Kite-mark.

The second section, which covers performance tests is very full and detailed. The tests include endurance tests, tests for overbalancing, tests on components and static load tests.

As in Part I, suitable testing apparatus is described and instructions given for making it. These instructions include working diagrams and pictures.

We obviously cannot publish the Standards in full; those manufacturers who wish to obtain them should apply to the British Standards Institution, 24 Victoria Street, London, S.W.1, enclosing 5s. for each part.

Leaders of the furnishing fabrics industry study the agenda before the private annual general meeting of the Furnishing Fabrics Federation in Manchester last week. Left to right: Mr. W. Turnbull, Mr. Roland Thomas, Sir Ernest W. Goodale, and Mr. H. Baker, secretary of the Federation.

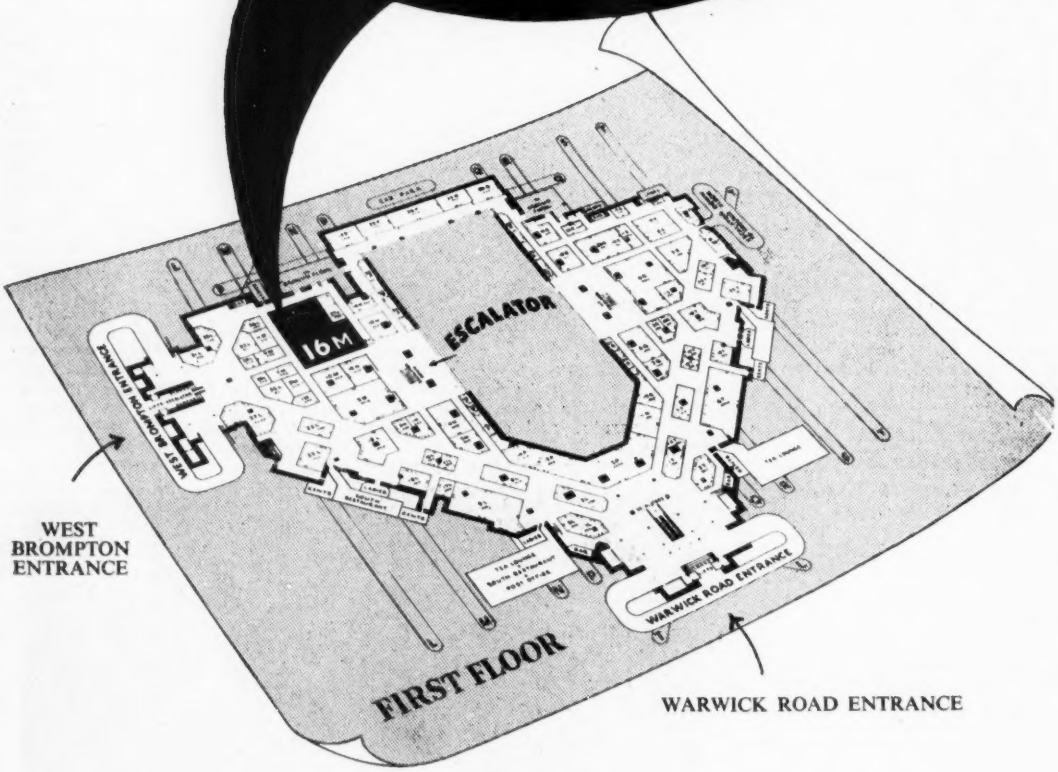
LEBUS

on the FIRST FLOOR

BRITISH FURNITURE EXHIBITION

STAND 16M

STAND PHONE NO. FULHAM 7227



WEST BROMPTON ENTRANCE

WARWICK ROAD ENTRANCE

HARRIS LEBUS LTD., FINSBURY WORKS, TOTTENHAM, N.17. Tel.: TOTtenham 4567

Maurice Catesby Tells Midlands:

Things We Can Learn From American Furnishers

"WE hear rather too much here about raising margins and not enough about lowering costs," commented Mr. Maurice Catesby when talking to West Midlands Area members of N.A.R.F. at their annual general meeting last week in Birmingham.

By replacing the usual evening meeting by an afternoon meeting on early-closing day, preceded by an informal luncheon, the Council succeeded in raising attendance from about a dozen to some 50 members, most of whom also attended the luncheon.

Much of what Mr. Catesby had to say was reported immediately after his return from the United States as a member of the Retail Productivity Team, but many of his points about what he saw in American furniture retailing were new to the Midlands.

Standardised Accountancy

Mr. Catesby laid particular stress on the agreement for the standardising of accounting which exists in America, and on the benefits which retailers derive at high subscription rates from their own trade associations.

Their willingness mutually to share figures and information was an important part of the co-operation which was one of the secrets of the efficiency of the retail furniture trade in America.

Competition between shop and shop came second to competition between trade and trade and the retailers backed their trade's associations with enthusiasm to get all they could out of them.

There was even regional co-operation when traders from a certain area banded themselves together to get custom from another area.

Co-operation also extended to buying. Small stores grouped themselves together for central buying to compete with the big stores. Only finally did the effort come for each man to get for himself a cut of the local cake.

Mr. Catesby went on to mention such points as the apparently unlimited capital available for business in America—"when trade is bad they borrow a million dollars to open another store!"—the fact that assistants may earn as much as £2,000 to £3,000 per annum and run a couple of cars (wages are high and a lot of straight commission is paid, perhaps 5 or 6 per cent on sales); the extensive mechanisation in the handling of furniture, trolleys and dollys being employed to move it around in the shop; the extensive use of part-time assistance, high wages making it impossible for shops to carry big full-time staffs.

American retail margins are so high that, what with the piling on of the services of advertising, delivery and so on, prices have soared in dry goods and it is now considered that prices are too high and that retailers are taking too big a margin.

In answer to questions Mr. Catesby agreed that the tendency in America was for customers to overspend under the terrific pressure of sales promotion. Retailers were, however, prepared to risk bad debts in order to get business.

There was a mutual credit bureau whereby stores could all check up on customer's credit and which provided a black list of those whose credit was not good.

Trade flourished there because of the public desire to "keep up with the Jones's" and replacements in the home were made much more often than in this country.

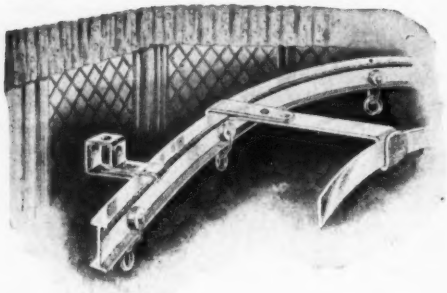
There is still no scheme, though, for maintaining standards and a lot of "borax" furniture was sold. Nevertheless he had not found traders nearly as unscrupulous as

(*continued on page* 167)

Mr. Maurice Catesby, addressing the annual meeting of the West Midlands Area of N.A.R.F. Mr. G. T. Mayhew is in the foreground; beyond Mr. Catesby is ex-chairman, Mr. B. W. Gazey, and the new chairman Mr. H. E. Sheasby (centre). Also in the picture are treasurer and new senior vice-chairman, Mr. H. Harris, and secretary, Mr. N. F. Hodkinson, of Birmingham Chamber of Commerce.

Some of the furnishers who attended the annual meeting of the N.A.R.F. (West Midlands Area).

ROLLS-RUNNER AND ROLLS de LUXE



CURTAIN RAIL and
PLASTICISED EXPANDING WIRE of
OUTSTANDING MERIT.

W. A. HUDSON LTD.

CURTAIN ROAD, LONDON, E.C.2.
CLEVELAND SQUARE, LIVERPOOL.

Buckingham
is showing all these

on Stand No. 12K Ground Floor at the Furniture Trades Exhibition Earls Court · Feb. 17th-27th 1953

A. F. BUCKINGHAM LTD., WILLOWBROOK GROVE, LONDON, S.E.15., BERmondsey 2612 (3 LINES)

New Directors For Warings

IMPORTANT changes on the board of Waring & Gillow, Ltd., the Oxford Street, London, furnishers, were announced this week.

Mr. S. G. Warburg, head of the City investment banking firm of S. G. Warburg & Co., has joined the board and becomes deputy chairman, a newly-created post.

Sir George Allen, partner in Allen & Overy, City solicitors, is also appointed a director. Mr. W. A. Taylor has retired.

The two new appointments follow the acquisition in recent months of a substantial shareholding in the company by S. G. Warburg and their associates.

Phillips' Lease Two Bristol Shops

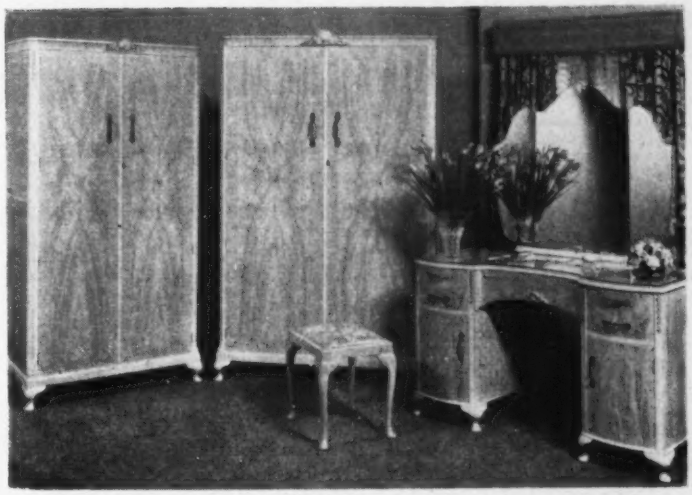
A PROVISIONAL agreement has been made by Bristol Corporation to let the new permanent shops, Nos. 18 and 20 Lower Castle Street, Bristol, to Phillips Furnishing Stores, Ltd.

The agreement provides for leases of 21 years.

Each shop comprises basement, ground and first floor accommodation. The rent payable under the lease is £800 per shop per annum.

The Corporation will be responsible for the maintenance of the exterior of the buildings, with the exception of shop fronts, and for the insurance of the buildings. Lessees will be responsible for other maintenance.

Another Suite for Earls Court



A very fine new suite, the "Elizabeth," that will be shown at the exhibition by F. Wrighton & Sons, Ltd. It is in dark or bleached walnut.

New Furnishing Company for Liverpool

A NEW company to be called Taylor Brothers (Furniture), Ltd., is being formed by Mr. Leonard Taylor and Mr. Philip Taylor, of Taylor Brothers, the furnishers, Market Street, St. Helens and King Street, Wigan.

The brothers will be joint managing directors.

The company has taken premises at 7 Bold Street, Liverpool, lately occupied by G. H. Morton & Son, Ltd.

The building is situated in the main shopping centre of Liverpool and is scheduled as a building of historic and architectural importance.

It has fine showrooms which, when renovations have been completed will form a furniture store second to none in the north of England. It is expected that trade will begin before the Easter holidays.

More Room for Soft Furnishings

ADDITIONAL premises at the rear of their main shop have been acquired and converted into an extension for their soft furnishings department by Rhodes & Alan (Linens), Ltd., 390 Finchley Road, Child's Hill, N.W.2.

The new extension provides an extra 12 ft. length of counter.

Miss S. Simmons has been appointed manageress and assistant buyer.

Co-directors are Mr. and Mrs. A. Rhodes (buyer).

The firm has a branch at 745 High Road, Finchley, N.12.

The premises of Sunderland Furniture Works, Ltd., were involved in a small fire last week but damage was small and will in no way affect either production or deliveries.

Maurice Catesby on U.S. Retailing (from p. 165)

he had thought them to be before leaving this country and great attention was paid to truth in advertising. The basic appeal was that of giving value for the price.

At the business meeting the retiring chairman, Mr. B. W. Gazey, of Coventry, described as the "biggest headache of all" the effort to keep going the courses for the Furnishing Diploma. It was proving extremely difficult to get lecturers for the very wide range of subjects and one was still needed in salesmanship.

It was largely due to the efforts of Mr. G. T. Mayhew that the courses had been kept going.

The new chairman is Mr. H. Sheasby, director of Abbotts of Lozells, Birmingham, who was also nominated for one of the vacancies as area representative to the National Executive Council caused by the retirement after many years of Mr. Mayhew.

A special vote of thanks to Mr. Mayhew for his work on the national executive was proposed by Mr. Harris and seconded by Mr. H. Askew, of Coventry.

Mr. A. L. Hancocks, of Leamington Spa, proposed and Mr. Harris seconded that a recommendation be made to the National Executive Council to present in the right quarter a request for the transfer of the Whitsuntide holiday to the following week to be amalgamated with the Coronation Holiday, in order to avoid the two breaks so close together.

A thing of beauty
is a joy for ever

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Illustrated is the
'AVON'
4′ 6″ Bow front
DINING SET
in OAK

Also manufacturers of carved oak bureaux

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We cordially invite you to visit our stand and inspect our latest range of models.
STAND NO. 32A.
B.F.M. Exhibition, Earls Court.

JARMAN & PLATT LTD.

68 MANSFIELD STREET, HACKNEY ROAD, LONDON, E.2
Tel.: BIShopsgate 2674

Brighton Furnisher's Experiment

Engaged and Married Couples Taught How To Furnish

BRIGHTON furnisher, Mr. B. H. Johnson, spent most of the first week-end in February advising eight engaged, and two married couples on how to set up home.

Mr. Johnson, head of the well-known Brighton firm of Johnson Brothers, Western Road, was taking a leading part in the widely-publicised home-making course run at Stafford House, Hassocks, East Sussex, further education centre.

The idea of the course came from Mr. J. G. Wickison, warden of Stafford House, who told a *Furnishing World* reporter :—

"For years, now. young people have been coming to the centre for further education. They have grown up, and now some of them want to marry. It didn't seem to be anyone's job to advise them about setting up a home, and many of them had very little idea of where to start.

Local Youth Contacted

"So I circularised the local youth organisations, and get the help of Mr. Johnson and Mrs. D. M. Tripp, domestic economy expert. Without them this would have been impossible."

Mr. Johnson. who has given home-making advice on many local organisations in the past, co-operated wholeheartedly. He not only spent all one Sunday talking to the couples about furnishing a home, and helping them with practical details, but he threw open the whole of his Brighton store to them on the Saturday evening.

With director Mr. G. W. Stace, Mr. Johnson toured the store with the young couples, answering questions about price, wear, design and structure. The national Press, who took tremendous interest in the whole course, went with them.

The couples spent most of their time on Johnson's exhibition floor, where furnishing schemes were there for them to discuss.

Many of the young people were from rural areas of Sussex, and there was a good deal of conservatism in their tastes. Twenty-five-year-old Miss Daphne Risley, who plans to marry in August, told the *Furnishing World*: "I want traditional furniture. I have lived with it and I know I like it. It would be terrible if I bought contemporary furniture, found I didn't like it, and was stuck with it for the rest of my life."

Both she and her fiancé, 27-year-old Dennis Goring, liked what they called "richness" in their woods, and were unenthusiastic about light oak items. They mistrusted high polishes. "Some of them look as if you could rub them off with your finger," said Dennis.

But contemporary styles, especially Windsor dining chairs by Furniture Industries, Ltd., took the fancy of 21-year-old Patricia Orford, and her fiancé, 28-year-old James F. Williams, both from the Agricultural College at Plumpton, Sussex.

Said Patricia: "We shall furnish one room at a time, and furnish as well as our budget permits. We are just about getting used to the prices."

Nearly all the couples were struck with the candlewick pelmets and bedspreads which are a special feature of Johnson's exhibition floor.

On the Sunday, Mr. Johnson gave advice at informal discussions at Stafford House. He took with him from Brighton a large selection of samples of blankets, upholstery fabrics, floorcoverings, mattress and cushion sections, latex foam filling and spring units.

His talks, described by one student as "concentrated wisdom," were completely objective, and full of practical suggestions.

Many of the couples, who were armed with notebooks and pencils, rapidly changed the order of their own furnishing lists after hearing Mr. Johnson.

He was told that he had "shattered" their ideas about planning a furniture list when he advised them to forget about three-piece suites when buying home essentials. "Buy as little as you can, to start with," he said. "Don't furnish too conventionally."

Mr. Johnson suggested that the bed, the kitchen, two fireside chairs and floorcovering should come first.

"Be practical," he urged. "That highly-polished table is all very well until the children come along and run their toys over it. You can always buy that sort of furniture when the children grow up.

The couples, notebooks in hands, examine a draw-leaf dining table with Mr. B. H. Johnson (right), as they tour the store. ("Furnishing World" picture.)

"Don't furnish your home to impress your friends," he advised. "Make it a home to live in. Be houseproud, but enjoy your home."

Two other don'ts from Mr. Johnson :—

"Don't buy 'freak' Coronation furniture, or anything which will date.

"Don't buy hire purchase terms—buy furniture. If you can't save before you are married, you never will. Save now, and get what you want from where you want. You will get the best that way."

Mr. Johnson dispelled many of the furnishing fallacies of the young couples. On floorcoverings, he ex-

(*continued on page* 171)

A hearty welcome awaits you . . .

OUR STAND IS

23 F

LOWER LEVEL

Advance
BEDROOM
FURNITURE
SCC

SHEFFIELD CABINET COMPANY LTD

LONDON: Stadium Works, North End Road, Wembley, Middlesex
Telephone: Wembley 8561-2-3-4-5

SHEFFIELD: Advance Works, Moorhead, Sheffield 1
Telephone: Sheffield 24388

New Fabric Styles in Students' Show

FORTY-ONE furnishing fabrics are featured in an exhibition of woven cottons by students of the Royal College of Art at the Colour Design and Style Centre of the Cotton Board in York Street, Manchester.

The exhibits include both texture effects—many achieved through the use of other yarns, wool and viscose, and cotton—and decorative dobby woven figured designs.

Most of the figures are abstract and many of the colour effects are unusual. One of the fabrics to which Cellophane gives richness uses black and blue cotton yarn.

A trend towards fabrics which let in the light is noticeable.

Several of the furnishing fabrics on show have been sold to firms and of particular interest is one with a raised rib which gives an iridescent effect, produced by Henry Nathan & Co., Ltd.

(*continued in column 2*)

On the left-hand side can be seen a woven cotton furnishing fabric with a white textured background on which is printed a red abstract design. The designer for the woven part of the fabric is Kathleen Veevers and for the printed design, W. Belcher. In the centre of the picture is a white texture furnishing fabric printed with a yellow and black design. The designers are John Bridger for the woven part of the fabric, and the printed design by Alan Price. On the right hand side is a textured furnishing fabric printed with a white floral motif on a blue background.

A few fabrics are shown in which a texture effect is produced by novelty cotton yarns; these cloths are intended to be printed with single colour designs.

Floral designs are hardly in evidence, but there is ample evidence that the students have aimed at "saleability." If there has been a tendency to experiment, it has been in the right direction and not in the direction of peculiarities. The fabrics on show are a first-class commercial proposition.

David Whitehead, Ltd., have purchased a dobby woven furnishing fabric with black check and white spot motif on yellow ground by Derek Mason; Heal's Wholesale & Export, Ltd., a three-colour furnishing fabric by P. E. Hubbard.

A 100 per cent cotton dobby woven four-colour check furnishing fabric with white gimp satin squares by Shona Ray takes the eye. So does a 100 per cent cotton Jacquard woven three-colour gimp furnishing fabric by W. A. Brook, a 100 per cent cotton Jacquard woven two-colour furnishing fabric by Sheila Hankinson, and many others.

The exhibition remains open until March 7.

Brighton Furnisher's Experiment

(*from page* 169)

plained that a Wilton carpet isn't necessarily an excellent carpet *because* it is Wilton.

Mr. Johnson explained the various qualities and grades of carpet and linoleum, and stressed the importance of a good underfelt.

"Don't buy foreign carpets," he warned. "They have no manufacturers' backing if anything goes wrong."

Mr. Johnson spoke about curtaining, and told the girls about making curtains, and the men about fixing curtain rails.

He told the men: "You will get a lot of enjoyment out of making things for your home."

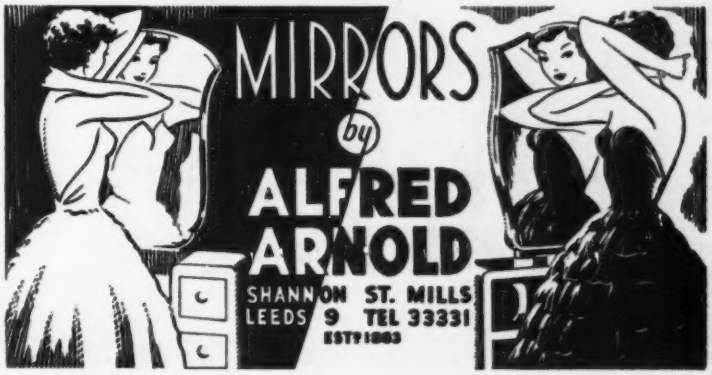
Throughout his talks, Mr. Johnson gave sizes, prices and qualities, especially of bedding. "Don't be content if the salesman says: 'Oh yes, this is a double blanket.' Measure it and make sure it really is the size you want," he said.

Both he and Mrs. Tripp stressed again and again: "Buy the best you possibly can, and as little as you can at first."

Mrs. Tripp talked to the students mainly about the kitchen, and gave advice on domestic budgeting.

H. Scully, Ltd.: An Advertisement Explained

We are asked by H. Scully, Ltd., to point out that the misunderstanding referred to in their advertisement (this week, page 89) was not between themselves and the B.F.M.



Hats Off

to

"STERLINGSET"

the simplest yet!

You must see our new "Cocktail"—

STAND P23

STERLING FURNITURE
AS GOOD AS GOLD

STERLING FURNITURE LTD. TOTTENHAM N.15

To Open Bedding Centre in North

A NEW bedding centre and furnishing department is to be opened in Sheffield shortly by John Atkinson (Service Store), Ltd.

This move follows the reorganisation of several of the group's stores on The Moor, one of Sheffield's main shopping centres.

The old-established firm of James Lamb & Son, Ltd., furnishers and drapers, 215-221 The Moor, Sheffield, which was taken over by the Atkinson Group about six years ago, has had its drapery and fancy goods departments transferred to the Central Store and Leopold Street branches of the group.

The building will now house a new Atkinson household furnishing department, the main feature of which will be a bedding centre. The firm claims that a finer display and stock of bedding will not be found in South Yorkshire.

There will also be a comprehensive display of carpets in spacious surroundings, and other departments will include household linens and soft furnishings.

Furnishers Rebuild

ROBERT BROS., LTD., the Sheffield furnishers and drapers, whose store, Rockingham House, The Moor, Sheffield, was destroyed in the blitz, expect to erect this year a three-storey building plus basement, which will cover 40,000 sq. ft.

The store will have a 210 ft. frontage and it will be built on the same site as the firm's nearby blitzed premises.

The new store will be considerably larger than the original one and the present temporary premises will be retained.

The present store is situated at the Moorhead, with the furnishing department in a partly-rebuilt section of Rockingham House.

New Austrian Bedroom Suite

A NEW Austrian bedroom suite is now being imported by Klug & Sons, Ltd., Kayaness Works, 57/61 Clerkenwell Road, London, E.C.1.

The suite comprises a 4-ft. wardrobe. 3-ft. 6-in. gent's robe, 4-ft. dressing table and 4-ft. 6-in. bedstead in figured walnut. The whole suite is constructed of blockboard and is on show at the firm's Clerkenwell Road showroom.

Coronation Plans for Business Premises Discussed in Nottingham

Examining exhibits at the Retail Trade Section of the Nottingham Chamber of Commerce exhibition of decorative Coronation schemes which can be adapted for any type of business frontage are (left to right) Mr. E. B. Harrington (Frederick Harrington, furnishers), Section chairman, Mr. R. M. Finch (City Engineer), the Sheriff and Lord Mayor of Nottingham and Mr. Bernard Hopewell (Hopewell's Ltd., furnishers), who is chairman of the organising sub-committee.

Story (Fabrics) Ltd.

The name of Story & Co. (Wholesale), Ltd., has been changed to Story (Fabrics), Ltd. The address of the firm, 53/54 Rathbone Place, London, W.1, remains the same.

Furnishers Apply for New Lease

Under the Leasehold Temporary Provisions Act, 1951, Chesterfields, furnishers at Blackburn County Court recently, applied for a new lease on 26-26a King William Street, Blackburn, owned by Alexandre, multiple tailors. Alexandre opposed the application on the ground that they required the premises themselves.

Wrong Stand Number

In the advertisement of Harrison & Jones, Ltd., last week, the stand number was given as 85. This should have been 8S.

Death of Mrs. R. E. Forrester

MRS. ROBERT E. FORRESTER, director and secretary of the furnishing business of W. & R. E. Forrester, James Street, Dunfermline, Fife, whose home was at 18 Garvock Hill, Dunfermline, has died, following an illness of some three weeks.

Mrs. Forrester became a director and secretary of the firm on the death of her husband, Mr. Robert E. Forrester, last June.

Fire Guts Store Rooms

UPSTAIRS store rooms of the Gateshead Cabinet Co. were gutted when fire broke out last week.

The fire brigade was able to save expensive machinery on the ground floor, but the upper floor contained several finished office desks and the french polishing department.

HYPNOS Mattresses and Pillows
WILLIAM·S·TOMS·LIMITED
HIGH WYCOMBE AND EXETER
Hypnos Productions: Spring Interior Mattresses, Divans, Bedsteads and Spring Mattresses.

such relaxing people...

so come and relax with them (bring your own pyjamas) and talk about the show or whatever else is on your mind. In case you've forgotten, the gentleman on the left is Roger Myer (we've given him the biggest head); and at the other end is Sales Manager A. R. Watson, whom you've met over the telephone

myer's **comfortable beds**

at stand No. 26k
GROUND FLOOR

Stand telephone number FULham 4166

Horatio Myer & Co Ltd Vauxhall Walk London SE11 RELiance 2241-2-3-4-5

'SHEFCO' KITCHEN CABINETS

Renowned for Design and Superb Quality

DISPLAYED ON **STAND 23 F**
LOWER LEVEL — EARLS COURT

Shefco Cabinets Limited
PORTER STREET · MOORHEAD · SHEFFIELD, 1

New Bed Unit for Contract Work

The bed unit designed for contract work by Restalls with wardrobe attachments. The stools, table and bookcase are also products of the firm's workshop.

A NEW idea in unit furniture has been introduced by Frederick Restall, Ltd., the furnishers of Birmingham. The main item is a folding bed unit which without folding lifts straight up into a wall cupboard.

Unlike other folding beds, it is always immediately ready for use being made up complete with pillows, blankets, sheets and eiderdown before being folded into its vertical or closed position. The bedspread which is clipped into position prevents any displacement of the bedding when not in use.

To close the bed the foot-end is lifted and the complete bed automatically raises to the vertical position. The patented action enables both the raising and lowering to be done by one hand and is retained in both positions without any bolts or catches, being so balanced that its own weight holds it in the required position.

When in the raised position the bed projects only 22 in. from the wall, the minimum width required is the width of bed plus 7½ in. The minimum height required is 7 ft. 6 in., but as most rooms are 8 ft. 0 in. high, these fittings are made as standard 8 ft. 0 in. high but can be increased or decreased as required.

A number of additional pieces have been designed to combine with the bed fitment to form a complete built-in unit and so dispense with loose wardrobe, dressing table, chest of drawers, writing table, and so on, which are so out of place in a dual purpose room.

The units do not carry tax and are available ready for painting, in oak and walnut, or they can be made in any wood or finish to suit requirements.

Restalls have found them invaluable for contract work and for the home. They have already been installed in hospitals where nurses' accommodation can be doubled, in one-room flats, hotels, where sitting rooms can be turned into bedrooms, and in private residences for the children's day-night nursery, dressing rooms and spare rooms.

Diary Dates

February 17 to 27. B.F.M. Exhibition at Earls Court, London.

February 17. Annual dinner of National Bedding Federation, at Dorchester Hotel, London.

February 19. F.T.B.A. Festival dinner and dance at Grosvenor House, London. 7.45 until 2 a.m.

February 19. Annual general meeting of N.A.R.F., at Connaught Rooms, London. Luncheon at 1 p.m.

February 20. Annual dinner of Wholesale Furnishing Textile Association, at Hotel Normandie, Knightsbridge, S.W.7. 6.30 for 7 p.m.

March 3. Kingsleigh Ball arranged by Nottingham and South Notts Area, F.T.B.A.

March 11. Coronation ball and cabaret arranged by Leeds, Bradford and District Area, F.T.B.A., at Grand Hotel, Harrogate.

April 9. "Old Tyme" dance arranged by Bedford and Northampton Area, F.T.B.A., at Salon de Danse, Northampton.

April 17 to 20. Annual convention of National Bedding Federation, at Northern Counties Hotel, Portrush, N. Ireland.

April 20 and 21. B.F.M. Convention in London.

Stockroom Dates

I. ABEL & SON (KINGSLAND), LTD. Now until February 27, at 12-16 Hertford Road, **LONDON, N.1.**

JOHN HALL & SONS (BRISTOL & LONDON), LTD. February 17 to 27, at 36 St. James's Street, **LONDON, S.W.1.**

E. HART. Now until February 27, at 455-7-9 Hackney Road, **LONDON, E.2.**

JOHN LITTMAN & SONS, LTD. Now until February 27, at Bevenden House, East Road, **LONDON, N.1.**

New Carpet Section

A NEW carpet department has been opened by H. G. Vaughan & Co., Ltd., of Leicester, where a special display of British made carpets is now on show.

SAMPEX
FURNISHING FABRICS
FOR THE UPHOLSTERY TRADE
SAMPEX TRADING CO.
11, GT. EASTERN STREET, LONDON, E.C.2
'Phone: BIShopsgate 1882

"Fidelity"

GUARANTEES

FIRST CLASS WORKMANSHIP
INDIVIDUAL SERVICE
DELIVERY TO TIME
EXTRAORDINARY VALUES
LONG SATISFIED CUSTOMERS
INCREASED SALES
TO ADHERE TO B-O-T STANDARDS
YOUR COMPLETE SATISFACTION

MUST BE SEEN TO BE BELIEVED

STAND No. 2R (FIRST FLOOR)

FREEDMAN UPHOLSTERING Co. LTD.

17-29 CANNON ST., RD., LONDON, E.1

Tel.: Royal 4016

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Vono Profit Lower

THE group profit announced for the year for **Vono Industrial Products,** after deducting all charges, including £304,289, (£388,414) for tax, amounted to £216,995 against £274,934. The latter figure was raised to £349,053 by depreciation over-provision of £74,119.

There has to be deducted £32,395 in connection with a tax liability of a newly acquired subsidiary. Previously there was a debit tax adjustment of £19,849.

Lister's Loss Is £317,000

DIVIDEND on the £1,425,000 Ordinary capital of **Lister & Co.,** textile manufacturers, for the year ended November 30 last is being halved at 3 per cent. A group loss is reported of £317,435, after a tax credit of £61,025, compared with a profit for the previous 12 months of £259,552, after charging tax of £41,462.

Pharaoh Gane Make Less

The consolidated profit for **Pharaoh Gane & Co.** of £129,679 compares with £230,095, and after tax of £57,128 (£101,037), etc., the net profit is £25,916, against £76,763. The balance forward is £237,088. (£226,351).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Frederick **Grayson,** 3 Aspinall Street, Middleton Junction, Lancs, lately carrying on business at **67** West Street, Oldham, and also lately carrying on business as a member of a firm or partnership known as the **Belgrade Upholstery Co.,** at **57** West Street, Oldham, upholsterer. Receiving Order January 29.

Notice of Intended Dividend

James Ronald **Burnell,** "Greystead," 2 Gathen Terrace, Llanelly, lately carrying on business under the style of **"Albion Furnishers,"** 47 King Street, Carmarthen, furnisher. No. 4 of 1951. Claims February 17 to Reginald Betts, Government Buildings, 10 St. Mary's Square, Swansea, Official Receiver.

Notices of Dividend

Rupert Harold **Gosling** and Dorothy Louise **Gosling** (his wife), 20 Montpelier Walk, Cheltenham, Glos, furnishing fabric specialists. No. 3 of 1952. First and final of 7s. 10d. in the £ payable at 11 Clarence Street, Cheltenham, Glos.

Reuben **Levinson,** commonly known as Robert **Levinson,** carrying on business as **Victors (Walworth) Furniture Co.,** 81 Walworth Road, London, S.E.17, lately also carrying on business in partnership with another under the style of **Victors (Deptford) Furniture Co.,** at 37 High Street, Deptford, house furnisher. No. 252 of 1949. First and final of 3s. 4½d. in the £ payable February 24 at 101 Hatton Garden, London, E.C.1.

VOLUNTARY LIQUIDATION

Universal Plywood (Tottenham), Ltd., Bethnal Green Road, E.2.

In accordance with provisions of Section 292 of Companies Act, 1948, a meeting of creditors was held recently. Mr. H. Gold, a director, presided.

According to statement of affairs liabilities were £35,085 0s. 6d. (£21,761 17s. 9d. due to unsecured creditors), net assets £14,003 14s. 11d., a deficiency of £21,081 5s. 7d.

Company was registered as the Victory Furniture Co., Ltd., on December 7, 1945, with nominal and issued capital of £1,000. Company remained dormant until May, 1951, when the title was changed to Universal Plywood (Tottenham), Ltd., and on December 31, 1951, nominal capital was increased to £10,000, of which £9,000 had been issued. Failure of the company was due to bad debts.

Trading accounts showed that for year ended May 31, 1952, turnover was £177,000, gross profit £5,750 and net profit £280. For the period June 1, 1952, to date turnover was £78,580 and a loss of £15,000.

Creditors passed a resolution confirming the voluntary liquidation with Mr. C. H. Barclay, C.A., of Stoy Hayward & Co., 5 Giltspur Street, London, E.C.1, as liquidator, with a committee of inspection.

The following are the chief creditors:—

National Plywood, Ltd., £1,639; Denny Mott & Dickson, £598; North-Eastern Timber, Ltd., £5,933; Gabriel Wade & English, Ltd., £4,832; Venesta, Ltd., £2,664; Reuben, H., & Sons, £401; Swedish Turnery, £390; Thames Plywood Mfg. Co., £2,175; May & Hassell, £307; Evans, Wm., Ltd., £1,205; Ferry Lane Wharf, Ltd., £158; Ross, D., Ltd., £129; Lenanton, John, Ltd., £12,835.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Hayman, James R., 39 Fore Street, Totnes, upholsterer and house furnisher. £45 5s. 1d. January 2.

Debro Home Furnishers, Ltd., registered office: 40 Broadway, Westminster, S.W.1. £14 16s. January 2.

Wilkinson, Eric, c/o Brockbank, 95 King Street, Lancaster, furnisher. £48 16s. January 7.

E. & T. Gale, Ltd., registered office: 199 Piccadilly, W.1, furniture manufacturers. £10 15s. January 7.

Smiths (Hemel) (a firm), 41 Mountfield Road, Hemel Hempstead, furnishers. £31 5s. December 16.

Webb, J. G. (male), 81 Brunswick Road, Liverpool, 6, upholsterer. £12 16s. January 8.

Heaton, Edward, 13 Providence Row, New Inn, Leeds, 12, upholsterer. £60 6s. January 9.

I. GRIEW & CO., LTD. WATERDEN RD. LONDON. E.15

British Furniture Exhibition, Earls Court, February 17-27

BATH CABINET MAKERS

NEW MODELS

Several being shown for the first time

STAND 20

GROUND FLOOR AISLE "D"

Bedroom and Dining Room Suites, Occasional and Coronation Pieces

Dining Room Suites

These include a Regency Design in Queensland Maple with 4′ 3″ x 3′ 0″ Table and 4′ 6″ Sideboard and a Contemporary Design in Mahogany and Sycamore with 4′ 6″ Sideboard, fitted sliding doors, shelves, drawer and pull-out trays. Table 4′ 3″ x 3′ 0″. The Suites generally are very reasonably priced and several of the styles shown are now being exhibited for the first time.

Occasional Pieces

Many interesting items are on view, including Special Fitment Furniture with Bookcase Stack, Chairs, Television Table, Small Bookcases, Occasional Tables. Our Representative on the Stand will be pleased to give visitors more detailed information.

Bedroom Suites

A 4′ 0″ Walnut Suite in Queen Anne Style with carved enrichments. Comprising 4′ 0″ Robe, 3′ 0″ Fitted Robe, 3′ 6″ Dressing Table, pedestal type with three drawers either side. 2′ 9″ Tallboy with two drawers below and cupboard with shelf above. Beds, Bedside Cabinet and Stool. Also a 5′ 0″ Bedroom Suite in Bleached Mahogany, comprising 5′ 0″ Robe ($\frac{1}{3}$ fitted, $\frac{2}{3}$ hanging), 3′ 6″ Dressing Table, 2′ 9″ Chest, Beds, Bedside Cabinet, Stool.

Coronation Pieces

The Coronation Pieces shown include Walnut Writing Desk 5′ 0″ x 3′ 3″, and Regency Mahogany Writing Table in Paint and Gold.

BATH CABINET MAKERS LTD.

LOWER BRISTOL ROAD, BATH · 1 GRAFTON STREET, LONDON, W.1

MANCHESTER. Health Committee has approved an outline scheme for maternity and child welfare centre, orthopædic and light treatment clinic and combined school medical clinic and dental unit.

Health Committee has approved outline scheme by City Architect for a health centre at Baguley, for submission to the M.H.

Manchester Regional Hospital Board is to purchase land at Sharoe Green Hospital, Preston, as a site for a new blood transfusion centre.

MIDDLESBROUGH. The T.C. is supporting an application by Thompson's Enterprises, Ltd., Middlesbrough, for permission to complete a cinema in Longlands Road, Middlesbrough, on which work started in 1938 and was stopped during the war. The cost of completing the premises is estimated at £20,000.

NEWCASTLE - UNDER - LYME (Staffs). Plans approved: A welfare block at Goose Street, for West Midlands Gas Board.

NEWCASTLE-ON-TYNE. Tenders are to be considered by the E.C. for converting Jesmond Dene House into a girls' boarding school. The City Architect is George Kenyon, 18 Cloth Market, Newcastle.

The T.C. proposes the erection of children's homes on the Longbenton and Montague estates to plans by the City Architect.

NORFOLK. C.C. Children's Committee has asked the County Architect to prepare scheme for a new children's home at King's Lynn.

N. IRELAND (Newtownards). Erection of a recreation hall for staff at Ards Hospital, to cost about £22,000, will be carried out by the Hospital Management Committee.

NORTHAMPTON. Housing Committee has under consideration a plan submitted by the Borough Architect of the site for the erection of a residential block for aged persons at King's Heath.

NORTH SHIELDS. Conversion of Preston Tower into nurses' home for Newcastle Regional Hospital Board, "Dunira," Osborne Road, Newcastle-on-Tyne. Architects: S. W. Milburn & Partners, 9 Esplanade, Sunderland, in conjunction with P. H. Knighton, Board's Chief Architect. £9,295.

NORTHUMBERLAND. The C.C. has proposals for purchase and adaptation of Doxford Hall, Chathill, to form an aged persons' home. The conversion works will cost about £9,000.

FOUR NEW LICENSED HOUSES

LIVERPOOL. Provisional approval of Liverpool Corporation Housing Committee has been received for Liverpool Brewers' Association for brewers nominated in connection with sites for licensed premises on Speke estate, as follows: Site at Hale Road and Oglet Lane, site at Heathgate Avenue, Critchley Road and Churchway Road, and site at East Millwood Road, Eastern Avenue and Alderfield Drive, for Walker Cain, Ltd., 105 Duke Street, Liverpool, 1; site at Alderwood Avenue, Croyde Road and Elloway Road, for Bent's Brewery Co., Ltd., 30 Johnson Street, Liverpool, 3; and site at Hale Road and Speke Hall Avenue, for Higson's Brewery, Ltd., 117 Dale Street, Liverpool, 2. Negotiations for sale of the sites will be put in hand by the Corporation.

NORWICH. The Norwich, Lowestoft and Yarmouth Hospital Management Committee has decided in principle to rebuild main theatres at Norfolk and Norwich Hospital, at cost of £57,000, including furniture and equipment.

PRESTON. Alterations and additions to Larches House, Larches Lane, to form a hostel, for T.C. £17,275.

RAWMARSH (Yorks). Subject to approval of the Ministry a site on the Monkwood estate will be sold to Bentley's Brewery (Rotherham), Ltd., at £5,000 for proposed licensed premises.

RICHMOND (Yorks). Plans have been approved by the T.C. for a health centre at Quaker Lane.

ST. NEOTS (Hunts). Plans for a proposed new public hall will be considered by the R.D.C. The architect is T. F. Parker, 1 Mount Drive, Wisbech.

SOMERSET. The Somerset County Standing Joint Committee will submit a programme of police building works for 1953-54 to the Home Office for approval, as follows: Further works for divisional headquarters, courts, and housing at Frome, £38,256; sectional sergeants' station and courts at Radstock, £11,000 (total cost, £44,000); sub-divisional headquarters at Wells, £8,500 (total cost, £38,500); alterations to courts at Flax Bourton, £5,500; repair and maintenance of married police officers' quarters, £13,000, and other police buildings, £5,000.

UXBRIDGE. Further to the recent report it is learned that the architect for the new Uxbridge U.D.C. civic centre and municipal offices is Mr. C. Cowles-Voysey, 2 Bunkers Hill, Hampstead, N.W.11, in collaboration with the Council's Architect. The scheme is stated to cost £365,000.

WATFORD. B.C. has approved type and construction and finish of the temporary licensed premises to be erected at Eastbury Road, by Benskins Watford Brewery, Ltd., to bring the cost within the limit prescribed by the Ministry of Works.

READING. The T.C. has abandoned the site at St. Mary's Butts for proposed civic centre, and has approved a new site for the scheme.

SEAFORD (Sussex). The purchase of property for adaptation as a residential special school is recommended to Middlesex C.C.

SOUTHEND-ON-SEA. Southend and Westcliff Hebrew Congregation, 99 Alexandra Road, Southend-on-Sea, have plans for a synagogue community centre at Finchley Road, Westcliff.

SOUTHGATE. Middlesex C.C. is recommended to seek Ministry approval for a residential nursery at Camden House site, the cost of which is estimated at £300,000.

SOUTH SHIELDS. Erection of nurses' training centre at South Shields General Hospital for Newcastle Regional Hospital Board, "Dunira," Osborne Road, Newcastle-on-Tyne. P. H. Knighton, Board's Chief Architect. £10,159.

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Wood Finishing Technique

3.—The Use of Sealers

By John H. Ousbey

SEALERS for wood finishes differ from primers in that their function is to form a buffer between an existing coating, possibly a filler and stain, and the finishing coats which follow and whilst some degree of adhesion is essential this attribute is not so vital when the coating is purely a sealer as when the film is the first coat and is intended as a wood primer and, of course, a clear one at that.

A buffer coating must of necessity have a dual or double-sided rôle. It must serve to prevent the active materials underneath the sealer from having any effect on the following finishing coats and it must also prevent any activity of the finishing film, via its solvents, from affecting the ground over which the sealer is applied. In the first place the sealer serves to stop absorption of the finishing coat into the pores of the wood which would result in an uneven film, uneven, that is, as regards the thickness that remains on the surface and, in the case of a pigmented finish, uneven from the point of view of texture and appearance.

The Other Function

The other function of the sealer is to prevent the solvent action of the finishing coat, where this is a cellulose lacquer, from "awakening" any resins in the timber which, because of incompatibility with the lacquer, may lead to imperfect drying. This also can happen with some synthetic varnishes. Experience may lead one to a knowledge of which timbers can safely do without a sealer, but nowadays there are many timbers which have identical appearance when made up into furniture which may make identification difficult, and again some species of the same botanical families may vary in their reactions.

Many sealers incorporate shellac as their main constituent because of a unique property which shellac possesses. This is that shellac is only soluble in alcohol to any degree and that when dry as an applied film it is not resoluble in the same solvent to the same degree. This property, as will be seen at once, is ideal in a sealer because on the one hand it is fairly safe to assume that one can rely on the solvents being barred from penetration, and on the other hand, the resins, or other undesirable foreign matter in the timber underneath, are not likely to affect the finishing coat.

THIS ARTICLE

is the third in a series written exclusively for "Furnishing World" by Mr. John H. Ousbey, the well-known finishing consultant. In a future issue Mr. Ousbey will discuss the testing of finishes.

With the object of saving time and labour, many sealers are what is known as "sanding sealers," that is, they contain sanding agents to enable the applied film to be flatted smooth thus allowing the sealing operation to become also a surfacing process. This is desirable only to a limited degree as it is self-evident that the thinner a coating is rubbed the less effective as a sealer it will be once a certain point is passed. In order to bring about a more desirable state of affairs it may be necessary to apply more than one coat of the sealer, thus giving a margin for the reduction which will be inevitable when the coatings are rubbed down.

Sealers are invariably applied by spray and a nice wet coating should be given, avoiding flooding the surface as this is liable to cause the filler to be affected. As with all quick-drying coatings, there is always the temptation to speed up the process further and to attempt the next stage in the work before the sealer has really had enough time to dry. As much time as possible should be allowed before sanding or the application of the finishing lacquers in order that full advantage may be taken of the shellac's properties of insolubility.

When To Use Sealers

The decision as to when to use a sealer depends upon so many things that no hard and fast rules can be suggested. The quality of finish required, the price the job will stand in terms of material and labour, and the process being used all play their part in deciding whether or not to use a sealer coat. In general the writer is of the opinion that for cellulose finishing, clear cellulose wood finishing that is, sealers are practically indispensable and do considerably help both the quality of the job and, at the same time, fortunately, help to reduce the cost of materials. The writer is also of the opinion, however, that the application of any finishing film over a very smooth, non-absorbent and non-solvent penetrable surface must always be fraught with the danger of imperfect adhesion and the consequent risk of peeling. A sealer must be chosen, therefore, which when rubbed presents a flat surface for the reception of the wood finish and if the sealer has not achieved its final insoluble state so much the better.

(continued over page)

How And When To Use Sealers In Finishing

(*from previous page*)

For pigmented cellulose enamel finishes the term sealer does not enter into the process in quite the same manner. With a good-class finish it will be necessary to use a fairly heavy-bodied filler on the wood and rub this smooth. It is the porous nature of this filler which will need a sealer and satisfaction is usually obtained by the spraying on of a coat or two of a pigmented cellulose surfacer and lightly flatting this to remove surface roughness before the application of the filler coat.

Varnish Finishes

The same kind of sealers as used under cellulose wood finishes are suitable for use with varnish finishes provided that sufficient time is given for solvents in the sealer to evaporate before any attempt is made to apply varnish. Failure to do this will inevitably lead to slower drying of the varnish and, in some instances, may lead to the varnish refusing to dry altogether. In the writer's opinion the use of a wood finishing sealer under varnish is best suited to those occasions when the varnish finish is for a cheap job, for example, where the specification could be one coat of sealer to satisfy the suction of the wood and one coat of varnish to provide a glossy finish.

The better-class varnish finishes will not noticeably rise in cost if the same material is used throughout from the bare timber, stained or unstained. Varnishes provide good filling power and one or two coats of varnish give quite a good "build." The varnishes can usually be applied directly one on another and, after two coats have been applied, the whole may be flatted to a good surface and a final coat of varnish applied as a finishing coat. This when dry may be left in its glossy state or, in the case of rubbing varnishes, this final coat may be flatted and burnished or left after flatting as a matt finish.

As mentioned in the third paragraph of this article some synthetic varnishes, when applied over certain types of bare timber, may not dry. Therefore, if contemplating a straight-through varnish finish dispensing with sealers it would be as well to test the varnish to be used on a scrap piece of timber of the same type as that which is used in the manufacture of the articles being finished.

If, for any reason, it is necessary to use some form of sealer other than the main finishing varnish and it is not desired to use the normal cellulose wood finishing sealer, then a good alternative is Japan gold size. This substance will dry rapidly over bare timber, is not likely to be affected by anything in the timber—other than moisture, of course—and when hard-dry will provide a base coating for almost any type of varnish other than a very penetrating synthetic varnish.

Gold size is also useful as a first coater under an oil-based filler when used on timber and when for some reason or other a pigmented primer is not used.

Sealing in Enamel Work

When synthetic pigmented enamels are considered the sealer as such is displaced by a primer whose functions are to satisfy the natural suction of the timber and to provide a key for the following coats of filler or undercoat and enamel. It will readily be seen that by the time one has applied a coat of primer, a couple of coats of filler and a coat each of synthetic undercoat and synthetic finishing enamel that the timber will be effectively sealed.

It should be observed in this connection that to ensure good adhesion in a multi-coat process the first coat or primer coat should be well rubbed in to the grain of the timber, thus ensuring both sealing of the suction and a gripping of the timber by the priming coat, and also ensuring good chances of adhesion for the successive coatings. It must never be overlooked that the success of any finishing system depends upon the first coat as this is the only one that touches the bare wood or metal. It is important to note that painting and finishing materials, when applied to bare wood—even when rubbed in with a brush—do not penetrate very far below the surface. Anyone who doubts this should cut a section of a piece of finished timber.

Sealing of Old Work

It is perhaps in connection with re-finishing work that sealers become really essential and effective. It may be that one wishes to refinish a previously painted article in a finish which would not be compatible with the old finish, or to apply a delicate colour over a tint notorious for bleeding, or probably most commonly, to finish timber which is, or has been at some time, coated with a bituminous based material. First of all we will deal with the question of re-finishing on old paintwork where stripping is out of the question. This also includes re-finishing over old French polish and varnish finishes where the state of the surface is good enough to warrant a new clear finish.

The new finish which is obviously going to cause most trouble over an old finish is either a pigmented cellulose enamel or a clear cellulose wood finish. Because of the highly penetrable solvent action of cellulose, any "live" constituents in a painted finish or in a varnish finish would be acted upon by the cellulose lacquer or enamel in much the same manner as would a paint remover, and if this happened even to the slightest degree there would be no recourse except to complete stripping of the old finish. The use of a sealer is therefore called for and the requirements of such a sealer, of course, are that firstly it should have no effect on the old finish and, when dry, should act as an effective barrier against the solvents of the new finish.

In such cases sealers should not be reduced in value by any flatting or rubbing whatsoever, and to ensure that there is no need for this the old finish should have been properly cleaned and prepared, the sealer material itself strained and the spray equipment perfectly clean. Following these precautions the resultant sealer film should be smooth and nib-proof enough to take the subsequent coats quite nicely.

Sealing Down a Colour

When the question of sealing down a colour which is liable to bleed through arises, then some little trouble should be expected because sometimes even the best sealers are not proof against this sort of thing. Some reds, for example seem to strike through anything and the sealer which is probably most effective is an aluminium sealer. In this case the metallic coating should hold back the pigment which causes trouble. Exceptionally bad cases of bleeding may have to have gold or silver leaf applied locally as a definite solid metallic barrier.

Similarly with timber which contains creosote, tar or other bituminous traces. The presence of these substances can be most troublesome, no matter what finish is to be used. The symptoms during finishing will be found to be staining, poor drying and distinct discoloration with light coloured pigmented finishes. The most effective sealers here are the metallic ones and when they cannot be readily obtained in the necessary

(*continued on page* 184)

Big Scope In Aircraft Furnishings

Makers Must Study Peculiar Needs

THE present vast programme of expansion for civil air lines is creating a new market for a wide range of industries, including furniture. An idea of the potential importance of this demand may be gathered from the fact that more than £1,000,000,000 worth of new airliners are needed before 1960. Most of these are expected to carry 100+ passengers each.

Since Britain has established a firm lead with the "Comet" series it is likely that the need will be largely supplied by British aircraft, fitted out by British firms.

Naturally, manufacturers must study closely the peculiar needs of aircraft, particularly in dual-purpose and adjustable furniture.

The chairs installed in B.O.A.C. airliners to-day, for instance, are developments of a basic design originated and patented in 1934 by engineers of Imperial Airways, a predecessor of B.O.A.C. They are considered by passengers to be exceptionally comfortable aircraft chairs because the seat and back angles, when adjusted, are always in correct relation one with the other. This relationship was arrived at by analysing passengers' comments on the original chairs and consulting anthropometrists.

The cabin of the new Lockheed "Super Constellation" shows in the seating arrangement and decorations a revolutionary treatment of aircraft interior layout and furnishing.

When fully adjusted to the reclining angle, the low position of the seat allows the passenger's legs to stretch out with good support of the thighs, thus reducing the need for a leg-rest. This enables the chair to give comfort equal to that provided by fully reclining chairs with leg-rests. This is an important feature because a chair with leg-rest usually needs a seat pitch varying between 57 to 60 in., whereas the B.O.A.C. adjustable chair only requires between 41 to 45 in., which makes it possible to get more chairs in an aircraft for a given high standard of comfort.

Development of the chair is constantly progressing and the model fitted to the 36-seater B.O.A.C. Comet Series I aircraft is known as the Mark IV chair. The Constellation 749 aircraft, which B.O.A.C. operates between London and Sydney, Australia, have the Mark III version, and the Mark II is fitted in the standard 40-seater Hermes airliner. All these models incorporate seat belts, removable tables, ash-trays and glass-holders, and are strength approved by the Air Registration Board to 6G.

The manufacture of the B.O.A.C. adjustable chair is at present carried out by Vickers-Armstrongs, to whom the Corporation have granted the licence to manufacture, and all development work on the successive types of chairs has been undertaken by Vickers-Armstrongs to specifications laid down by the Engineering Group, Development Unit, of B.O.A.C. The latest chair being developed is similar in all details to the Mark IV chair but offers a strength standard of 9G, which is 1½ times as strong as the Mark IV chair.

Evidence of the increased scope the future may offer the designer of aircraft furniture is also shown in the unorthodox and luxurious cabin layout in America's newest airliner.

The Lockheed Super Constellation features a cabin interior which is a complete breakaway from accepted convention. In the centre of the 59-seat passenger cabin is a large lounge with spacious accommodation for eight people. The upper walls and lower curvature of the ceiling incorporate murals, while the fore and aft bulkheads are composed of rick-grained oak instead of cold metal. Seating consists of low-backed sofas, upholstered in leather

(continued over page)

Above :

A front view of the B.O.A.C. adjustable chair Mark IV, as fitted in the B.O.A.C. "Comet" jet airliner, showing it in the reclining position.

Left :

A rear view of the B.O.A.C. adjustable chair in the erect position.

HARDWOOD MARKET

By Quercus

"D" Effect on Demand

THE hardwood and plywood trades have followed with keen interest the House of Commons debates and other discussions on the D-Scheme for furniture, as a scheme of this magnitude is almost certain to have repercussions on the level of timber trading. The scheme, as was pointed out in the Commons debate, will almost certainly stimulate added interest in technical development such as laminated timber processes. It is thought that, in general, the D-Scheme will lead to increased sales of furniture which will eventually call for a greater supply of raw material.

* * *

The hardwood trade is trying very hard to assess the trend of the forward market. Already there are signs of a shortage of stocks of certain popular species, and the difficulty now is to replace these stocks to cover immediate requirements. The slump in the latter part of 1951 and early 1952 meant that many producers, particularly in West Africa, considerably curtailed their production. That leeway has still to be made up, and many shippers are under considerable pressure from this country to supply immediate and short-term requirements. The view is held that many of the "soft" hardwoods such as obeche, abura, etc., have now reached their peak in price, as further increases might render their purchase uneconomic.

* * *

At the time of writing, there was no further news regarding the import of hardwoods from Japan. Negotiations on this matter have been proceeding and it was expected that an announcement clarifying the position would be made shortly.

* * *

In the plywood section of the trade, there has been some slackening of demand but the forward market is becoming more active. The Ministry of Materials has issued a directive outlining the revised procedure to be effected regarding withdrawals from national stock, from which it appears that the time taken to obtain a release has been considerably extended.

Factory Equipment Show in March

THE first National Factory Equipment Exhibition is to be opened at the Royal Horticultural Hall, London, on March 23, 1953.

Great interest has been aroused among manufacturers in Great Britain and abroad in the new venture, and one of England's leading industrialists, Sir Miles Thomas, will open the exhibition. The Duke of Edinburgh is to pay an official visit on March 24.

The exhibition will display Britain's most modern factory equipment, designed to increase production and reduce costs.

Exhibits will include mechanical handling equipment, costing and accounting systems, safety equipment, protective clothing, automatic tools, dust removal systems, and workers' welfare equipment. There will be a mannequin parade of protective clothing and a display of industrial films.

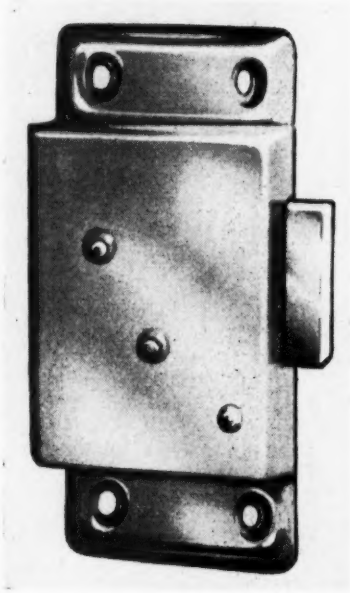
Fire Hazard in Spray Booths

A RECENT report from America stresses the importance of guarding against the fire hazard in spray booths. Lighting fixtures should never be mounted within the spray area even if provided with explosion-proof fitments.

A recommended way to achieve perfectly safe illumination is to arrange the lights to shine through glass windows fitted in the tops of the booths.

An alternative method is to have spotlights shining into the booths from outside. Reflector lamps mounted 10 ft. away will light the area efficiently but will be well outside the danger area.

New Lock for the Exhibition



Among the cabinet fittings that will be shown at the Earls Court Exhibition next week is this new wardrobe lock by Nico Manufacturing Co., Ltd. It has just been tooled, to give good performance and appearance. Supplied in brilliantly polished nickel-plated or bronzed finish, with matching keys, it is actually very inexpensive. Keys can also be supplied to the user's own design.

Sealers in Finishing

(*from page* 182)

medium they can be home-made by adding aluminium powder to either varnish, synthetic varnish, gold size or cellulose clear finish.

When making up such sealers it will readily be appreciated that the object is to have plenty of the metal just bound by the medium used. Too much of the vehicle in such a sealing paint will result in the sealer itself becoming affected by the bituminous substances. Exceptionally heavy contamination of timber by a bituminous substance may result in an entire lack of success with any kind of sealing, in which case consideration will have to be given to surfacing the timber with some other and more solid coating.

Aircraft Furniture

(*from previous page*)

and tweed and arranged in an unconventional longitudinal way to face especially large observation windows. Contrasting with the oak in the bulkheads are etched translucent panels.

The sofas can be replaced by high-backed seats and tables set up for business conferences or recreational games. If required the lounge can be converted into two private compartments. Aircraft of the Super Constellation type will come into European service with Air France and K.L.M. in the summer of 1953. The expensive new style of decoration was designed by Henry Dreyfuss and incorporated in a £90,000 full-scale mock-up.

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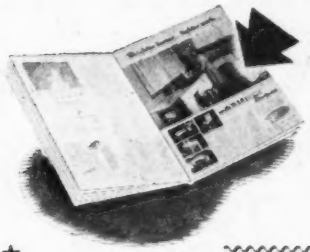

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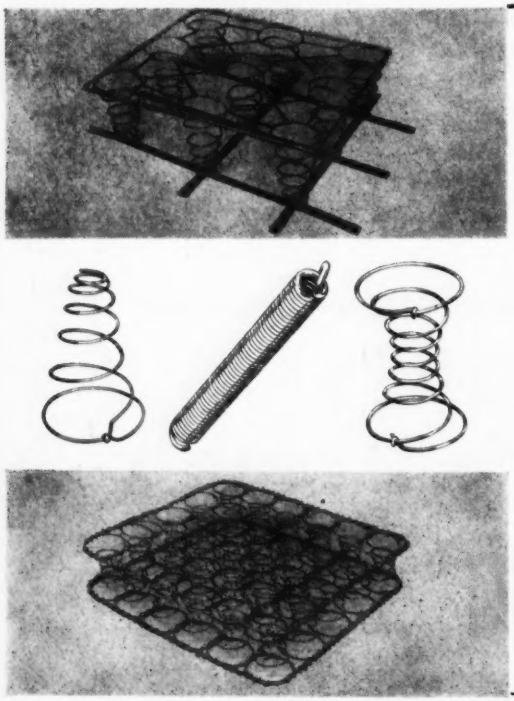

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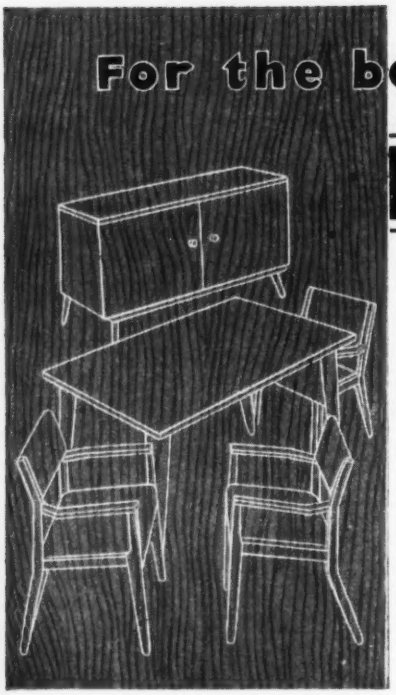

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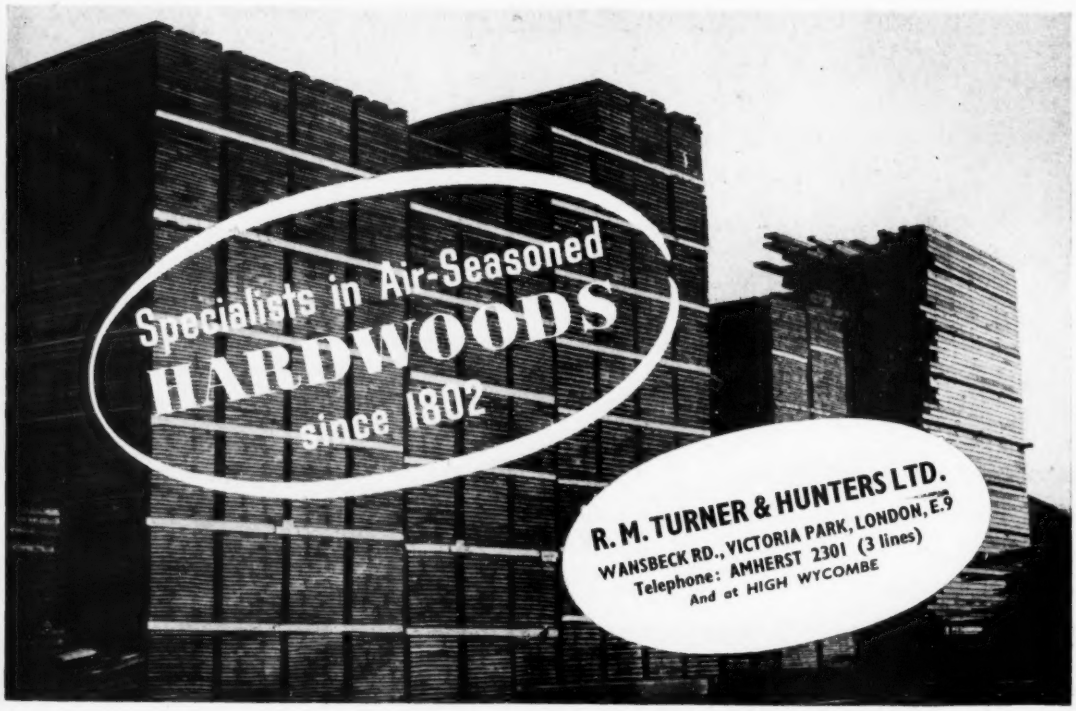

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OUTSIDE SALESMAN required; good salary and commission.—Modern Homes (London, Ltd.), 85 High Street, Tooting, S.W.17. Tel.: BAL 1583.

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OLD-ESTABLISHED Firm of Warehouse-men to the Furniture and Allied Trades requires three Representatives, freelance.

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Area B — Lincoln, Norfolk, Suffolk, Essex, Cambridge and Huntingdon.

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THE MANUFACTURERS OF GOLDEN KEY FURNITURE WILL CONSIDER APPLICATIONS FOR A REPRESENTATIVE WITH SUITABLE EXPERIENCE FOR YORKSHIRE. APPLY IN WRITING ONLY. INTERVIEWS WILL BE ARRANGED AT EARLS COURT.

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REPRESENTATIVES WANTED

WANTED immediately: representatives for South Wales, North London and Home Counties area for medium-priced Bedroom Suites, Dining-room Suites and Kitchen Cabinets. Representatives must have personality and drive, and can be assured maximum earning capacity with fullest support from the factories. Salary, expenses and commission to sound men.—Box No. 8490 Furnishing World 180 Fleet St. E.C.4.

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